

HARDWARE AGE

THE HARDWARE DEALERS' MAGAZINE

PUBLISHED EVERY OTHER THURSDAY

News Service Page 5
OF MICHIGAN

November 16, 1950

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Vaughan... Craftsmen's Choice

Unmatched superiority in tools has been the Vaughan distinction for over 80 years. Skilled craftsmen seek the Vaughan label with a confidence justified in the performance of Vaughan hammers, hatchets and axes. Vaughan designs and builds fine tools with a heritage of quality.

IT ALWAYS PAYS TO BUY A GOOD TOOL

VAUGHAN & BUSHNELL

MANUFACTURING COMPANY

Sales Office: 135 S. LaSalle St.

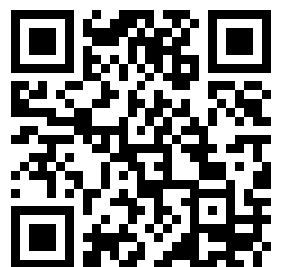


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It's Sweeping America

because it's the **SAFE, LOW-COST EASY WAY** to get rid of **SOOT!**

America's number one soot destroyer, CHIMNEY SWEEP, is now backed by the biggest advertising and sales promotion campaign in its history. Don't pass up your chance for substantial CHIMNEY SWEEP profits.

PRE-SOLD FOR YOU
with a bigger-than-ever
NATIONAL
ADVERTISING
CAMPAIGN!

ORDER THIS
FAST-SELLING DEAL TODAY!
ASSORTMENT No. 1882

	Retail Price
1 doz. B-1 (49c Size)	\$5.88
½ doz. B (\$1.29 Size)	7.74
½ doz. Pints (\$1.29 Size)	7.74
¼ doz. Quarts (\$2.29 Size)	6.87
Total Retail Selling Price	\$28.23
Your Cost	18.82

YOUR PROFIT \$9.41

Shipping Weight 57 lbs.

FREE display cards, window streamers, mat ads.

**Tie
in
with**

CHIMNEY SWEEP
for your most
profitable Fall Season

Write for complete details of generous advertising allowance to help you tie in with national advertising!
Make your store CHIMNEY SWEEP headquarters!

Stock up **NOW** on

CHIMNEY SWEEP

POWDER
for coal,
coke, wood
LIQUID
for oil and
kerosene



CHROMED DISPLAY GIVEN WITHOUT EXTRA COST!
Worth \$6.50! Stands 3 ft. high; takes up only 8" x 14" of floor space.

Made by
G. N. COUGHLAN CO.
WEST ORANGE, N. J.

POWDER

OPEN STOCK
For Best Discounts, order in Case Lots!

LIQUID

No.	Size	Pack	Weight	List Per Case	List Each*
B	3 lb.	1 doz.	38½ lbs	\$15.48	\$1.29
B-1	1 lb.	2 doz.	26½ lbs	11.76	.49

* Fair Trade — Price Protected

No.	Size	Pack	Weight	List Per Case	List Each*
L-P	Pint	1 doz.	16½ lbs.	\$15.48	\$1.29
L-Q	Quart	1/2 doz.	15 lbs.	13.74	2.29
L-HG	½ Gal.	1/3 doz.	18 lbs.	17.16	4.29
L-G	Gallon	1/3 doz.	33½ lbs.	31.56	7.89

Manufactured by G. N. COUGHLAN CO., West Orange, N. J.

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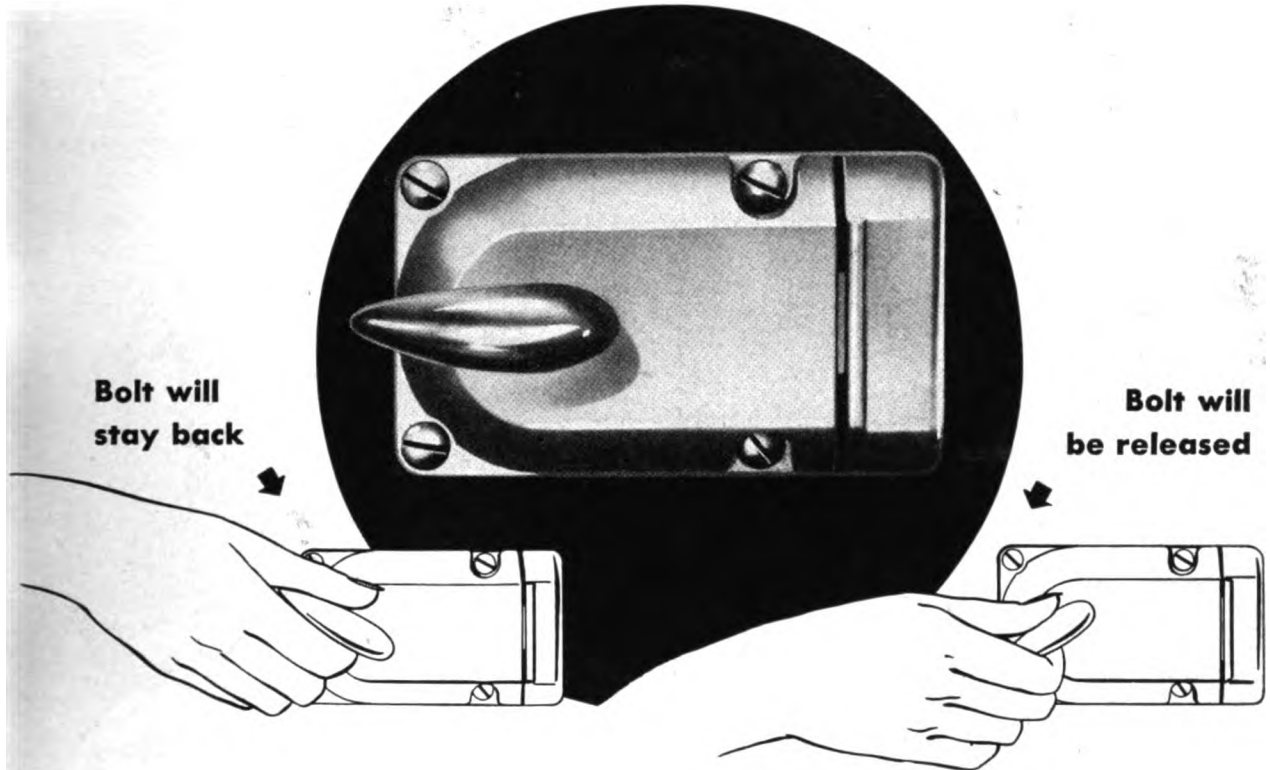
We've Made the "36" Even More Perfect So You Can Sell More

For many years, YALE's 36 Nightlatch has been recognized as "the ideal lock for light doors".

So you should find a ready market for the new 36—it's as sturdy as ever with more beauty, and a lot more convenience. No button to push up or down to hold or release the

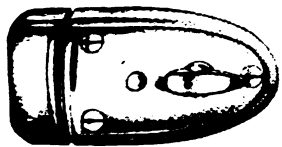
bolt. Instead: a streamlined handle that you move *up* to hold the bolt retracted and *down* to release it for locking. Smooth brass finish, five pin tumblers.

Stock the new "perfect 36"—the latest addition to YALE's modern line.



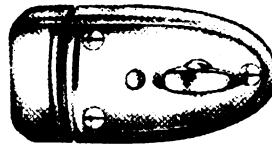
One hand draws the bolt back and locks it there when desired

A YALE Nightlatch for Every Door



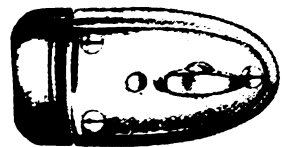
040 SPRINGLATCH

Most convenient ever made. Called the "One Arm" because it permits unlocking and opening door with one hand. Five pin tumblers.



047 DEADLATCH

Automatic deadlock gives automatic protection. Same as 042 but the extra throw is automatic—an expensive feature in a popularly priced lock. Five pin tumblers.



042 DEADLATCH

Extra projection gives extra protection. Extra turn of knob or key gives bolt an extra turn and deadlocks it so it cannot be pried back. Five pin tumblers.



21 SPRINGLATCH

Economical lock for inside doors. Latchbolt is held back by turning knob to left. Five disc tumblers.

THE YALE & TOWNE MANUFACTURING COMPANY

Stamford, Conn., U. S. A.





A COMPLETE SELECTION MEANS EASIER PROFITS

You always have what they want when
you stock this most complete line of
Eagle cabinet locks. Your customers can
select from a wide variety of styles as
well as types of security.

The **EAGLE LOCK** Company
Terryville, Connecticut



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HARDWARE AGE

THE HARDWARE DEALERS' MAGAZINE

PUBLISHED EVERY OTHER THURSDAY

Established 1855

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a man likes
to get his hands
on a piece of chain...



*There's something about new,
strong steel chain that appeals to the average man*

The other day I opened up an ACCO-PAK of 1/4" Proof Coil Chain—put it on my counter. Just left it there—went on about my business.

First man that came in looked at it a minute. Then he couldn't resist dipping in and taking hold of that chain—letting it slip through his fingers—*playing* with it, sort of.

I could see he was trying to think of

some excuse to buy a length of that chain so that he could take it home and put it to work.

You know it didn't seem any time at all till I'd sold the whole 150 feet and opened up another ACCO-PAK.

It's just like the American Chain jobber salesman said. "*Chain is one of those things it pays to keep out where men can see it and get their hands on it.*"

*Sure, I sell **AMERICAN**—the complete chain line*

ACCO

York, Pa., Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia,
Pittsburgh, Portland, San Francisco, Bridgeport, Conn.



**AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE**

In Business for Your Safety





Just Among Ourselves

Informal Editorial Comments

Mail Order House to Glamorize Tool Gifts

In a recent issue, on these pages, we remarked that we didn't think the chains and mail order houses had any monopoly on merchandising brains . . . they just work harder at it.

An announcement that arrived on our desk last week substantiates this opinion.

This announcement explained that one of the large mail order houses was planning to add "gift buying lure to home workshop tools with special holiday packaging of such items as screw drivers, auger bits, wrenches, sanding kits, etc."

These items, according to the announcement, will be individually packaged in red and green setup boxes, with a transparent lid. Season's greetings and a Christmas scene will be lettered on the transparent lid.

The reason for this special packaging, the announcement explained, stemmed from the mail order house's belief that many Christmas shoppers overlook the gift appeal of home workshop tools. The holiday package is designed especially to attract the woman shopper's eye and and to suggest the value of buying these tools as gifts for husbands and sons.

There is much merit in this idea and you don't have to be a chain store or mail order house to capitalize on the gift appeal of many of the standard hardware merchandise lines.

We stressed the value of doing just that in an earlier discussion on these pages (See Glamorize Your Standard Items for More Gift Sales, H. A., Oct. 5, page 7).

If we can trust our past observance of the mail order boys, we can expect them to spend some money on advertising these tools as gifts. So why not capitalize on their promotions and make your store known as the neighborhood source of Christmas gifts for the home workshop man.

Many manufacturers can cooperate with you in this program, for they have available special Christmas packaging for many tool lines.

Take advantage of this real opportunity of selling your standard lines as gifts. Stop selling hardware for the duration of the Christmas sea-

son, and sell instead "useful gifts for the home workshop man."

It will mean more sales in your cash register.

Use Shelf Space for Selling, Not Storage

No dealer in his right mind would take money out of the cash register and deliberately throw it out the door.

Yet that is exactly what many dealers are doing by permitting slow moving merchandise to clutter up valuable shelf and island display space.

Shelf space is selling space and should be used for that purpose. You can't build up your turnover ratio if you let deadwood accumulate in your display space.

How long has it been since you studied the merchandise on your shelf to weed out slow moving items? Experience has shown that changing the location of an item may improve its sales. Tying it in with some other merchandise as a related sale will sometimes help.

If you have some slow movers on the shelf, experiment with them by moving them about the store.

But if they still don't move, take them off the shelf. Replace them with a better seller.

And then write this memo on the wall above your Want Book: "Shelf space is selling space. Use it for selling, not storage."

Hardware Stores Missing Out on Freezer Sales?

Hardware dealers are doing a good merchandising job on electric refrigerators, but seem to be missing out on freezer sales to farmers.

At least that's the conclusion that can be drawn from surveys recently made by two farm publications, the *Wisconsin Agriculturist* and the *Wallaces' Farmer*.

These two publications surveyed their readers in Wisconsin and Iowa, and among the ques-

tions asked about refrigerators was: Where did you buy your refrigerator?

The hardware store came out in second place in answers to this question in both surveys, being exceeded only by appliance stores. In the Wisconsin survey hardware stores were tied for second place with chain stores and mail order houses.

The survey also asked the same people where they bought their freezers. Answers to this question put hardware stores in fourth position in Wisconsin and in third place in Iowa, suggesting that hardware dealers may have been caught napping as far as freezers are concerned.

The Wisconsin investigation on freezers listed appliance stores, farm implement stores and co-op stores as selling more freezers than the hardware stores. In Iowa, purchases from appliance stores and from farm implement stores exceeded the volume of hardware stores.

While the samples used in these surveys were necessarily limited in number and scope, past experience indicates that they are reasonably accurate as far as farmer buying is concerned.

There is no good reason why a hardware store cannot do as well with freezers as with refrigerators. The basic merchandising technique is the same. There is the same emphasis on outside selling and service angles.

Freezer sales, however, carry a bonus not obtainable with refrigerators. That bonus is the sizable volume of sales of freezer supplies that can be developed, representing a profitable, fairly fast moving line.

It has been said that a freezer is about the only major appliance that actually pays for itself. A sales story like that, combined with the selling experience gained in handling refrigerators, makes freezers an attractive line for the hardware store. If you're not selling freezers now, why not look into it?

Shopping Centers Pose Many Tough Problems

Readers of Hardware Age have noticed over the past year the growing number of articles published concerning hardware stores in shopping centers.

These shopping areas are mushrooming at a tremendous rate and are posing a difficult problem for the hardware dealer in deciding whether or not it is advisable to operate a store in such a center.

There is no simple, single solution to that problem. Each situation has its own considerations. It is certain, however, that a dealer would be ill advised to completely ignore the competitive aspect of the shopping centers.

The supermarkets, drug chains, etc., are moving into these centers on a very large scale. The management of many large department stores will tell you that they have opened branches in these centers to protect their equity in their shopping area. In other words, if they didn't move into the shopping centers, somebody else would and the drain would be all out of one pocket,

instead of out of one pocket and into the other.

There can hardly be any doubt but that each shopping center drains off a certain amount of volume from established shopping areas. The amount and type of sales so drained off varies with each center.

Many hardware stores have moved into shopping centers and feel that thus far it has been a good move. Other dealers have found that it is possible to successfully prevent loss of business to these centers by joining with other merchants to make the established downtown trading shopping area more attractive and easier to shop.

One of the chief obstacles to making a decision is the difficulty of making a long term appraisal of the trade potentials of a shopping center. Should gasoline or tire restrictions be imposed again, or should a depression develop, those centers that can be reached only by automobile would be seriously hit.

Too, the type of trade which a hardware dealer would encounter in a shopping center built around a medium priced housing development would be quite different from that experienced in a location drawing from mixed types of shoppers.

For example, most new homes today come equipped with all major appliances, many including dishwashers and garbage disposal units, and, in one case, television sets. This eliminates the possibility of any volume of big ticket appliance sales.

In most cases the bulk of the sales will be in hand tools, housewares, and lawn and garden supplies. Paint business will not begin to develop for at least several years after the housing is built.

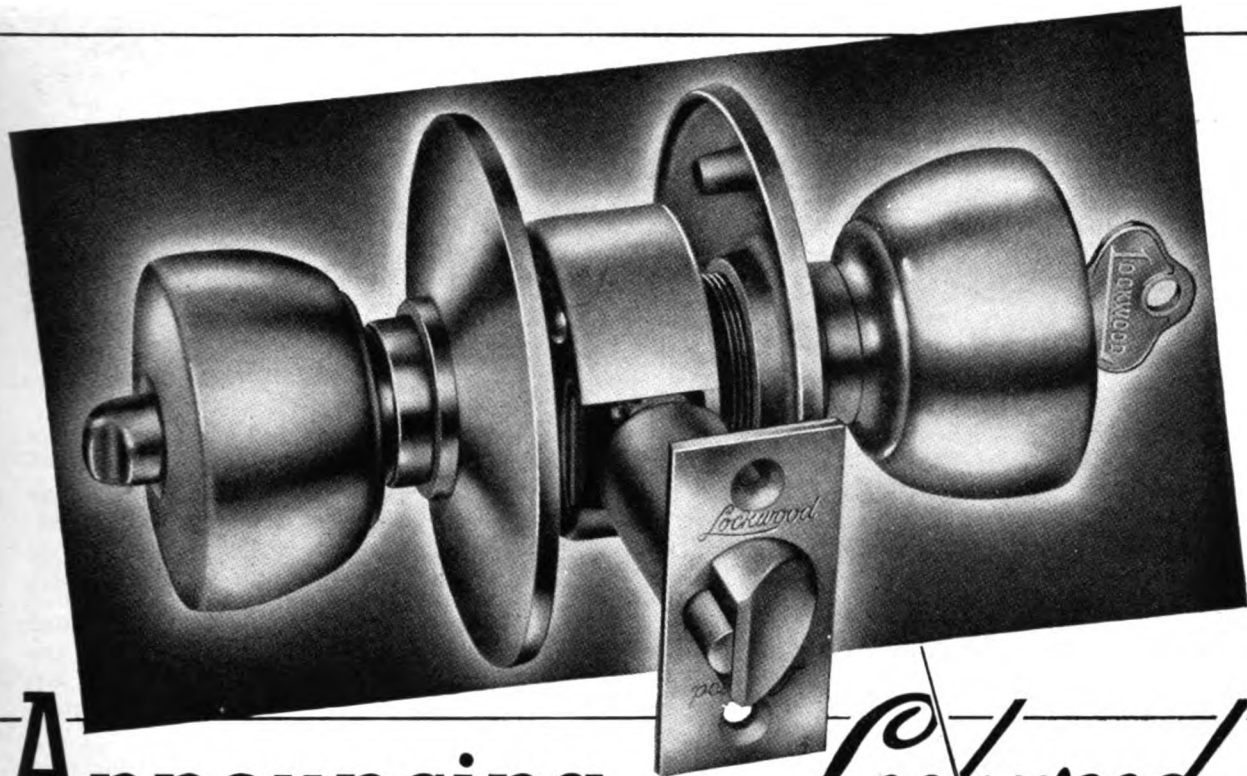
This suggests some of the problems that must be considered. And on top of it all is the necessity of negotiating a lease which will be adequate not only today, but also in the event of a sharp decline in volume in the future.

Your editors are following this development closely and are planning to publish additional information on this subject from time to time in the future. In the meantime, if you are studying the shopping center problem, a very helpful reference source has been issued by the Business Information Service of the Dept. of Commerce. This 4-page booklet lists articles which have been published in magazines and other publications, and is available from the Dept. of Commerce at 5¢ a copy.

The Elections Are Over

The election battles are over, but the battle for tax equality is far from ended. There are many new faces in both Houses of Congress and it is imperative that you promptly acquaint these new members with your opinions on the necessity of taxing the untaxed.

You can be assured that the farm co-op lobby will lose no time in getting their view over to the new Congressmen. The very least you can do is to write that letter . . . now.



Announcing... *Lockwood*

HEAVY DUTY KEY 'N KNOB LOCKS

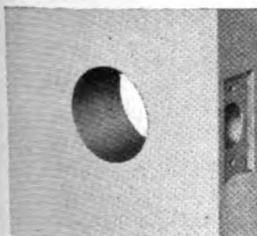
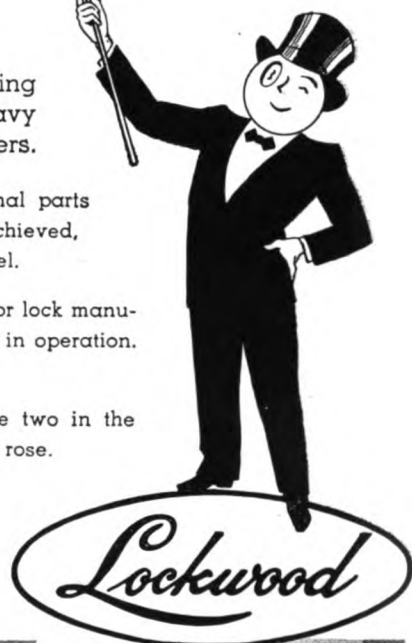
Lockwood's Heavy Duty Key 'n Knob Locks present several outstanding advancements in the art of fine lock making including the use of heavy brass forgings for several important structural and functional members.

HEAVY CONSTRUCTION—Several of the more important structural and functional parts are brass forgings. By this process a denser granular structure of the material is achieved, increasing toughness and resistance to wear. All parts are of brass, bronze or steel.

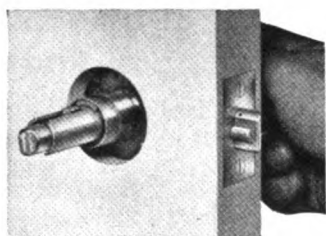
PRECISION MADE; SMOOTH PERFORMANCE—All tolerances are unusually close for lock manufacture. This results in finely intergrated assembly, superbly responsive and smooth in operation. Another result is permanence of alignment after installation.

QUICK, FOOLPROOF INSTALLATION—No wood screws are necessary except the two in the latch front. Fitting to door thickness is a matter of merely screwing on the inside rose.

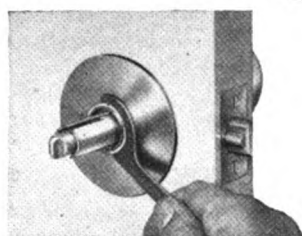
REVERSING THE HAND—Simply remove the outside knob and revolve it 180° so that the keyway is inverted, then replace it. Where on-the-job keying changes are required, it is necessary only to remove the knob, slip off the knob shank and slide out the cylinder.



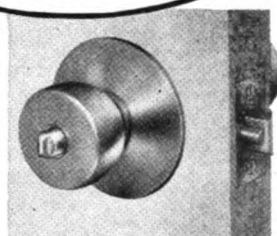
Door mortising consists of two bored holes and a shallow mortise for latch front.



Insert latch and attach. Place outer knob, rose, case and spindle assembly in bored hole, engaging latch.



Screw on inner rose with spanner wrench (furnished) to a snug fit.



Slip on inside knob and fasten to spindle by depressing knob retainer.

LOCKWOOD HARDWARE MFG. CO.
FITCHBURG • MASSACHUSETTS



Washington

NEWS and VIEWS

By Washington Bureau of
HARDWARE AGE

How to Tell If Your Business Is Exempt From Wage-Hour Law

Just where hardware, farm equipment, paint, appliance and other retail stores stand with respect to the amended wage-hour laws has been made clearer in an interpretation by Administrator Wm. R. McComb.

They are definitely exempt from the minimum wage and overtime pay provisions if they are "typically local" in nature. If not entirely localized, they are still exempt if they can meet certain terms. Moreover, the amended law also makes it clear that where the exemption applies at all it includes all employees.

The general conditions which a retail store must meet in order to obtain exemption are that it (a) must be recognized as a retail establishment in its own industry (although it may make or process part or all of its goods) and it (b) must sell at least 85 pct of its dollar volume within the state where it is located.

In connection with the interpretation (Interpretative Bulletin, Part 779), the Labor Department has drawn up two lists of establishments—one composed of types usually recognized as retail businesses and the other consists of types which are not. Sometimes a fine line is drawn. For example, firms dealing in plumbers' equipment are not retail stores for purposes of allowing exemption. But sales of such goods by hardware stores do not affect their claim for exemption.

OUTLOOK—Census Bureau lists a total of about 7,000,000 workers in the "retail" trades. Under this interpretation, all but a small proportion are removed from the wage-hour application of the law.

Strong Credit Curbs Meeting With Congressional Opposition

Although quite a few congressmen are disturbed over the way installment buying controls are being handled, W. Stuart Symington, the government's top mobilization planner, hasn't

any idea of relaxing the restrictions at this time.

Mr. Symington clings stubbornly to the belief that tough prohibitions over credit—if they are rigidly enforced—will prevent any need for imposing price and wage controls over the entire economy.

Officially, the credit controls are administered by the Federal Reserve Board. And, although FRB is jealous of its limited powers over consumer and construction credit, it is actually Mr. Symington who, in the last analysis, calls the tune in this and all other matters pertaining to defense economics.

But a number of congressmen are not convinced Mr. Symington is right. Senator Burnet R. Maybank, South Carolina Democrat, says Regulation W is working a hardship on a large number of workers who cannot afford to pay off an automobile in 15 months. Some are thus being "deprived of jobs," he says.

OUTLOOK—As chairman of the all-important Senate Banking Committee Mr. Maybank is in a position to raise enough ruckus to force Mr. Symington's hand on all installment-buying rules, but for the present, the Maybank Committee is primarily interested in extending the payment period for car buyers from 15 to 18 months. Any changes in rules covering appliances apparently must wait.

Federal Stockpiling Threatens Appliance, Radio Production

The hardware trade will find its supplies of electrical appliances, radios and other consumer durables dwindling if the National Production Authority proceeds with its announced intention of cutting back the usage of important metals by producers of these items.

The probable cut is slated to be somewhere between 20 and 30 pct for nickel, copper and aluminum. Cobalt, and possibly other critical materials, might be banned from civilian products entirely.

(Continued on page 145)

Endorsed by Experts . . . **AMERICA'S FINEST PADLOCK**

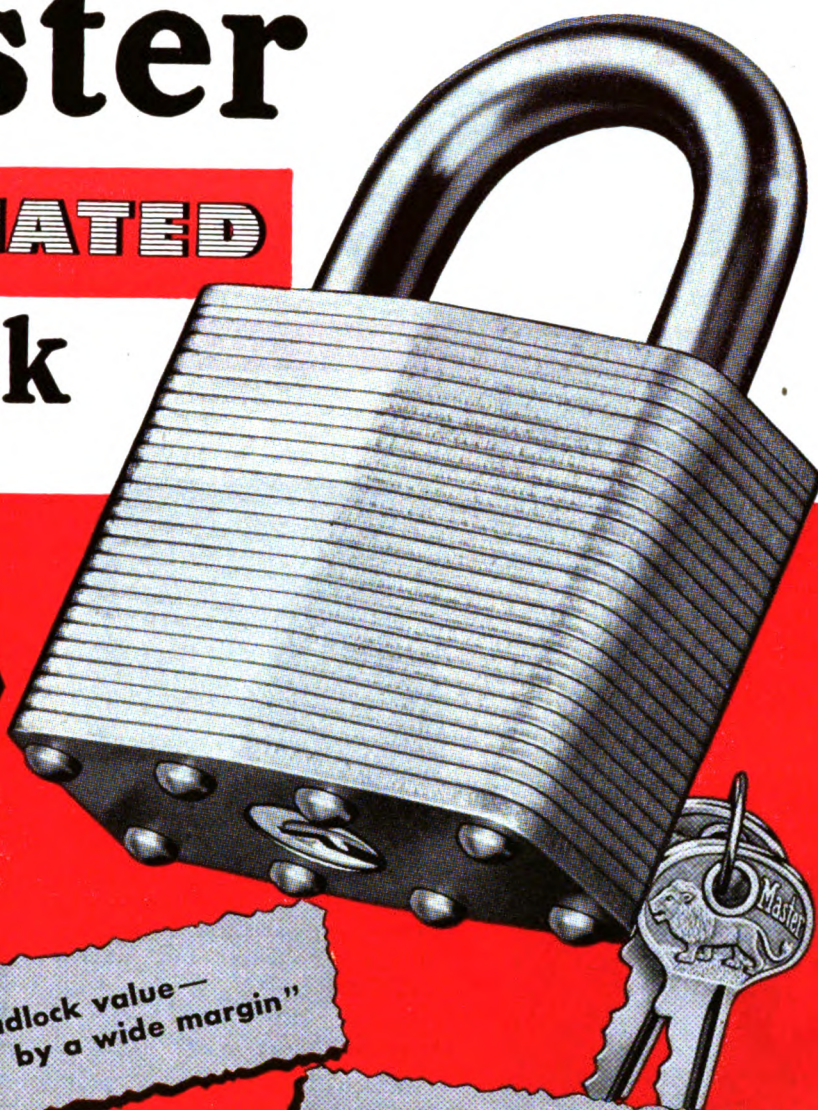
Master

LAMINATED

Padlock

FAMED
no. 5

\$1.50
RETAIL



"The greatest padlock value—
by a wide margin"

"In our opinion, the last word
in padlock protection"

"Our choice for the toughest
protection jobs"

"We rate it first
in the entire padlock field"

"The heavyweight leader
in a whole family of champions"



Master Padlocks

EVERY ONE AN OUTSTANDING VALUE

H-16

Master Lock Company, Milwaukee, Wis. • *World's Leading Padlock Manufacturers*

HARDWARE AGE, NOVEMBER 16, 1950

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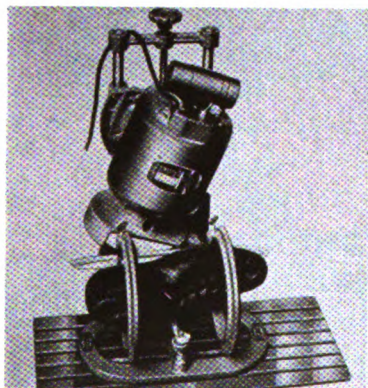
WHAT'S NEW



LATEST INFORMATION ON NEW PRODUCTS AND SERVICES

Skate Sharpener

General Universal skate sharpener to sharpen all makes and types of ice skates requiring concave or flat grinding. Motor totally enclosed to guard against dust and abrasive infiltration. Equipped with two fine grain Vitrified grinding wheels: a $6\frac{1}{2} \times 1$ in. convex edged wheel for lengthwise concave grinding and a $6\frac{3}{4} \times 1$ in. flat faced wheel for cross grinding. Unit consists of rigid frame supporting



a motor mounted on a cast plate, latter by a swivel bolt, permits motor to be pivoted to any desired degree or adjusted vertically on the two parallel bars by a micrometer adjusting screw. Wheel dresser available as accessory. *General Hardware Co.* 3618 West Pierce St., Milwaukee 15, Wis.

Gift Wrench Sets

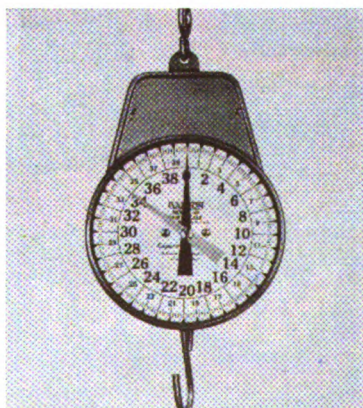
Rollpac wrench sets feature Life-Time alloy steel wrenches packaged in oil and grease resistant plastic rolls with individual wrench pockets of clear, transparent plastic. Personalized



gift card in each set. Available in six different styles, the sets contain selected assortments of the most popular sizes of wrench. *Billings & Spencer Co.*, Hartford, Conn.

Dairy Scale

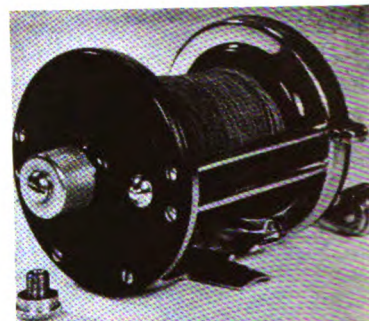
Hanson 40 lb. dairy scale, provides large fractions of a pound, the $6\frac{1}{2}$ in. dial graduated by $\frac{1}{5}$ lb. units. Provided with extra adjustable tare indicator to record net weight. Finished in baked hammertone gray. Retail:



\$5.75. *Hanson Scale Co.*, 515-531 North Ada St., Chicago 22, Ill.

Anti-Backlash Device

A-Square Fluid Hub, a backlash control device adaptable to fresh and salt water reels. To use, remove regular screw from left side of reel and screw in the unit. Available in four models: No. 1 fits all Penn reels using No. 40-60 left side bearings; No. 2 fits all Ocean City, J. C. Higgins and Ward's Sports King reels; No. 3, Coxe-Bronson, and No. 4, the Pflueger. Operation of the device is based on a sim-



ple hydraulic principle. Does not limit length of cast. *J. T. O'Connell Co.*, Providence, R. I.

Sander Attachment

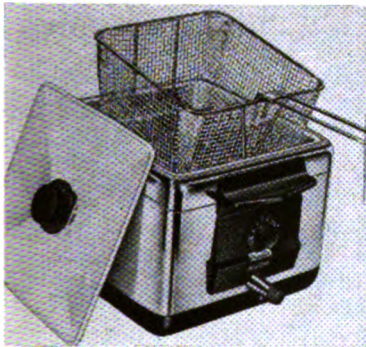
Mall reciprocating sander attachment made to operate with any make drill with rpm between 800 and 2500 that will take a $\frac{1}{4}$ in. shank. Main drive bearings made of bronze. Unit of magnesium and aluminum alloy. Sanding paper easily replaced after use. Attachment may be used for any type of sanding, from coarsest surfacing to fine work on wood, metals, stone, tile or concrete. Model No. 21000, retail \$14.50. *Mall Tool Co.*, 7740 South Chicago Ave., Chicago 19, Ill.

in hardware merchandise...

FOR THE HARDWARE DEALER

Automatic Dixie Fryer

Presto automatic Dixie-Fryer features an accurate thermostatic control. Will not burn and smoke, permitting re-use of shortening without transfer of food flavors. Long-life sealed elements cast into the sides of the aluminum frying well leaving a cool-well below. Exterior is finished in chrome. Equipped with: signal light indicating when correct temperature has been reached; Flo-Rite drain spout; and 9x9 in. Jumbo fry-basket holding 3 lbs. of quartered chicken or six servings of

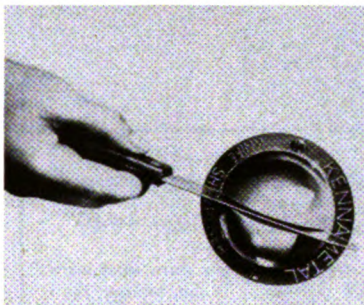


french-fried potatoes. Also heat-resistant base with plastic button rests, stor-away cover, and at no extra cost a 40-page instruction-recipe book. Retail: \$33.95. *National Pressure Cooker Co., Eau Claire, Wis.*

Knife Sharpener

Kennametal cemented carbide knife sharpener has two blades. Sharpeners are compact. The case is of red or ivory plastic. Two or three light strokes sufficient to make kitchen knives sharp. Packed in colored coun-

ter unit, sharpeners set at an angle. Individual packages printed in three colors offer the



equal of a 4 in. newspaper ad on the four sides of the box. Retail: \$1.50. *Kennametal, Inc., Latrobe, Pa.*

Clutch Head Kit

Vaco friction-type clutch head service kit consisting of a handle and five interchangeable blades for five sizes of clutch head screws. Handle made of break-proof, shockproof, fire safe Amberlyte, with deep flutes for frictionless vacuum grip. Oil-tempered chrome vanadium steel blades. Largest blade, No. 106,

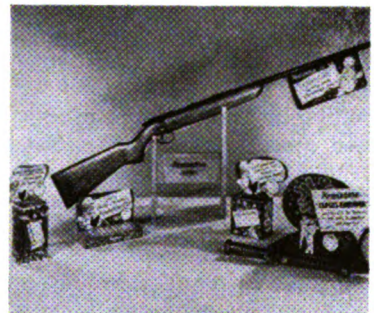


flattened just above the handle. Boxed complete with leatherette
(Continued on page 152)

TO HELP YOU SELL

NEW DISPLAYS AND OTHER DEALER SALES HELPS

Remington-Peters Christmas sales aids available free include eight items. Three are gift packages, with sleeves for cartons of 22s and boxes of shot shells; rifle display cards and display cards for the Remington



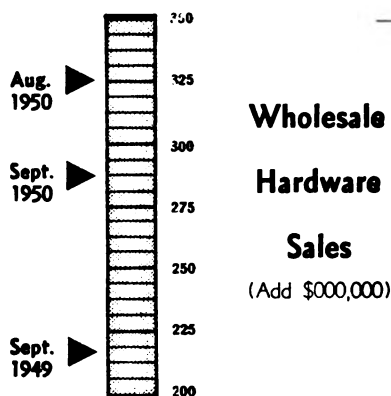
Target Thrower. *Trade Sales Promotion Division, Remington Arms Co., Inc., 939 Barnum Ave., Bridgeport, Conn.*

Nesco Simulated Food Kit

Nesco 11 piece simulated food kit permitting dealer to show the line of Nesco roasters and casseroles and demonstrate each one's special advantages with the contents of one unit. Made of plaster, decorated in lasting colors, cost to dealer is \$9.95. Available also is a point-of-sale carton-type card, to fit into roaster top. Shows three hungry children and dad gazing with antici-
(Continued on page 166)

How's the

HARDWARE BUSINESS?



Source: Dept. of Commerce

Business records pile up . . . Give rise to hope for banner Christmas sales . . . Tin 83¢ per lb. higher than during last war . . . No end to consumer price rises evident.

Retail Sales Continue Strong in Spite of Consumer Credit Curbs

The current boom, the biggest this country has ever experienced, continues despite efforts which have been made to deflate it through restrictive credit controls.

Selling, at the retail level, continued strong through October, but perhaps somewhat slower than in September, but there was none of the hectic consumer buying of July and August.

On the strength of even greater employment and bigger paychecks, economists are confidently expecting the biggest Christmas selling season on record.

Current sales figures are probably greater dollar-wise than they are by unit sales, because of ever-rising prices. For the seventh consecutive month, the consumer price index showed an increase in the month ending Sept. 30.

Hardware dealers will be asking their customers to hand over still more for their purchases as times goes on, for many rising commodity prices are not yet being reflected in retail prices.

Perhaps the most striking example of rising commodity costs, and one which will have a most

September Hardware Sales 18% Over 1949

While hardware store sales were 5.7 pct lower in September than in the preceding month; the estimated total of \$198 million was \$30 million higher than in the same month of last year. The Dept. of Commerce estimates are:

(000,000 omitted)			
	1950	1949	1948
Jan.	\$167	185	163
Feb.	168	181	151
Mar.	164	171	186
Apr.	166	177	218
May	176	183	218
June	189	177	221
July	210	177	203
Aug.	210	165	198
Sept.	198	168	205
	1648	1584	1763
Oct.		166	205
Nov.		165	194
Dec.		173	248
TOTALS ..		2088	2410

direct bearing on much hardware store merchandise, is that of tin. On Nov. 4 tin was quoted at \$1.36 per lb., 83 cents higher than during World War II. This in turn has forced up the price of brass and bronze.

Shortages of zinc will also be reflected in increased costs of much hardware store goods, all down the line to the ultimate consumer.

Three leading mills have re-

ported that they have had to reduce their output of galvanized ware, by as much as 25 to 40 pct, because of shortness in zinc which is required for galvanizing.

Stocks in the hands of hardware wholesalers at the end of September were lower than they were at the same time last year—8.9 week's supply as compared with 11.1 pct last September.

8% Average Increase in Plate, Window Plates

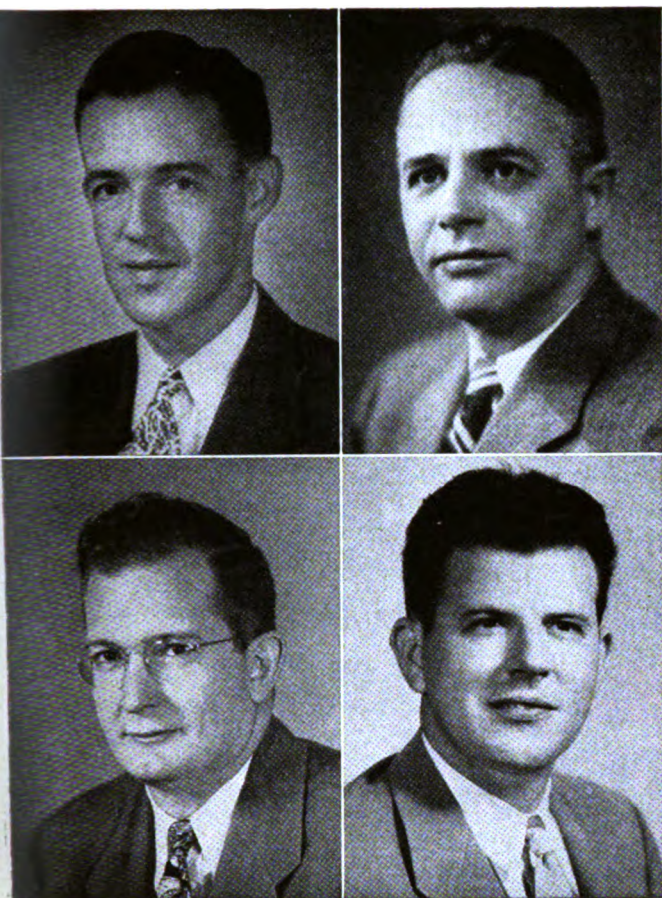
Pittsburgh Plate Glass Co., on Oct. 20, announced an increase in the price of plate and window glass averaging 8 pct. The increases went into effect immediately.

Steel Firms Cutting Back On Galvanizing Process

Several large steel companies have reported a cutback in galvanized products operations as a result of a shortage of zinc. Wheeling Steel Corp., which normally galvanizes about 40 pct of its total pipe products, has cut operations in all galvanized products about 35 pct in the past two months.

Youngstown Sheet & Tube has been compelled to supply some pipe to customers without

(Continued on page 192)



TEAMING UP . . . to Keep Costs Down

Tommy Hess, Charlie Griffith, Snits Peebles and Luther Bennett are salesmen for J. B. Kendall Company, Washington, D. C. They sell RB&W fasteners—not as a commodity—but as a means toward insuring customer satisfaction.

They point out to their dealers that RB&W's quality control protects the dealer's reputation . . . also that RB&W has been giving fastener users full value for 105 years.

Thus J. B. Kendall salesmen, more than mere order-takers, get more than their share of the business because they sell *customer satisfaction* with RB&W products.



Alfred Robbins operates RB&W's latest wire-drawing equipment. He oversees a process that is vital to quality, for RB&W draws its own wire, using tungsten carbide dies, in order to insure closest tolerances for cold-heading.

By this and other means of controlling raw materials, men like Alfred Robbins build qualities into RB&W fasteners which men like these J. B. Kendall Company salesmen capitalize upon to sell more RB&W products.

Dealers who wish to be sure of getting uniformly high-quality fasteners, packed in easy-to-handle "upside-down" packages, increasingly ask for RB&W fasteners.

RB&W

The Complete
Quality Line

RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY

Plants at: Port Chester, N. Y., Coraopolis, Pa., Rock Falls, Ill., Los Angeles, Calif.
Additional sales offices at: Philadelphia, Detroit, Chicago, Chattanooga,
Oakland. Sales agents at: Portland, Seattle.

105 Years Making Strong the Distributors That Make America Strong



This is a **FAMOUS PAINTING**

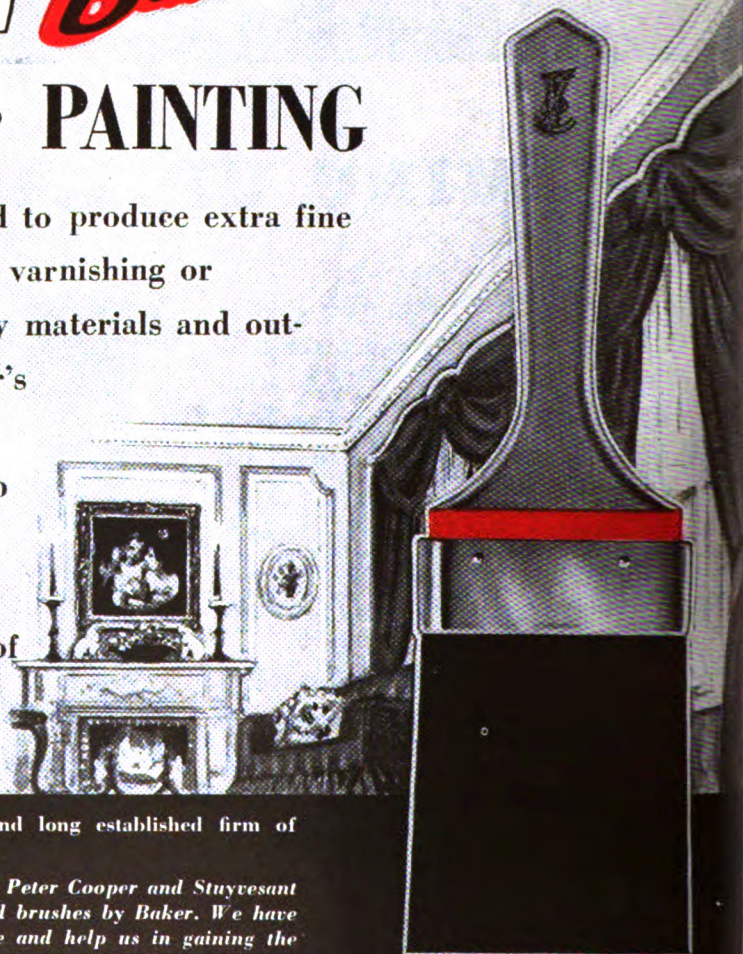
This Masterpiece, titled "The Calmady Children" painted by Sir Thomas Lawrence has had outstanding popular appeal for more than a century. Lawrence himself said "This is my best picture. I have no hesitation in saying so — my best picture of the kind, quite — one of the few I should wish hereafter to be known by." This is part of the collection of the Metropolitan Museum of Art.

The Choice of those who appreciate the Best

THIS
Brush
by  **Baker**

is FAMOUS for PAINTING

This Masterpiece—is designed to produce extra fine finishes—for the painter with a varnishing or enameling job to do. The quality materials and outstanding craftsmanship of Baker's brushmakers in creating perfect cup-chiseled edges—combines to assure finishes that painters are proud of—characteristic of results obtained through the use of any fine painter's tool bearing the name **Baker**.



Hudson Painting Company, Inc., a fine and long established firm of painting contractors says:

"On our painting jobs, such as painting the Peter Cooper and Stuyvesant Housing projects in New York City, we used brushes by Baker. We have found them to give us long durable service and help us in gaining the outstanding results through which our reputation as leading paint contractors has grown. We think brushes by Baker are excellent."

FREE—A Full Color Reproduction of the above famous painting can be secured by dealers writing the Hardware Age or the Baker Brush Company, 83 Grand Street, New York 13, N. Y.



This is a **FAMOUS PAINTING**

This Masterpiece, titled "Rehearsal on the Stage" is one of a series on ballet dancers painted by Edgar Degas. His invaluable photographic memory for patterns and postures explains his great ability to reproduce exactly people shown in fleeting momentary poses. This painting is in the collection of the Metropolitan Museum of Art.

The Choice of those who appreciate the Best

THIS

Brush by Baker

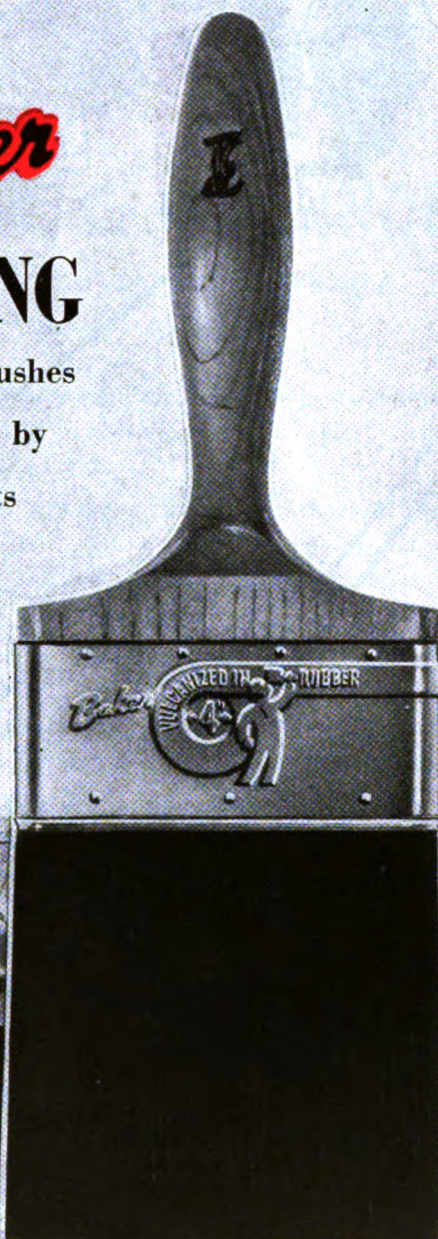
is FAMOUS for PAINTING

This Masterpiece—one of the many fine wall brushes by Baker is truly an artisan's tool. It was designed by Baker's Master Brush Craftsmen to give fine results and durable service—and at an outstanding value.

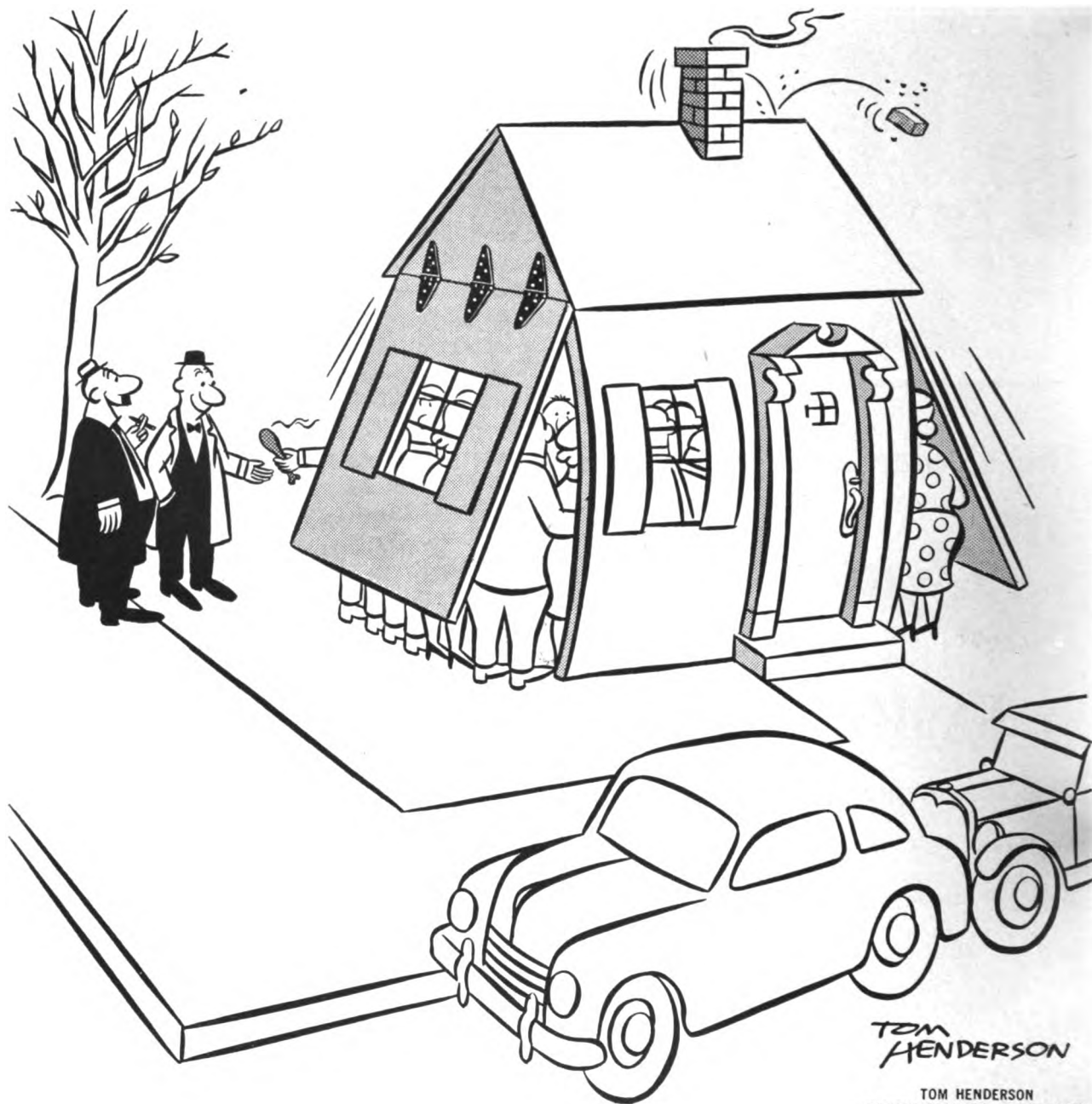
Men of the trade have learned to appreciate the quality, materials and workmanship that goes into brushes by **Baker**.



Carl G. Botcher & Sons, Holden, Mass. Painting Contractors say:
"Long years of experience in the painting industry have taught us that a paint job is only as good as the quality materials workmanship put into it. Our workmanship is our pride—and to keep pace, we choose Paint Brushes by Baker to insure getting the best painting results. Every Baker Paint Brush is a master's tool."



FREE A Full Color Reproduction of the above famous painting can be secured by dealers writing the **HARDWARE AGE** or the Baker Brush Company, 83 Grand Street, New York 13, N. Y.



*"Gosh, with all of Ed's relatives dropping in for
Thanksgiving Dinner, it's lucky he remembered that*

EVERYTHING HINGES ON HAGER!"

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience

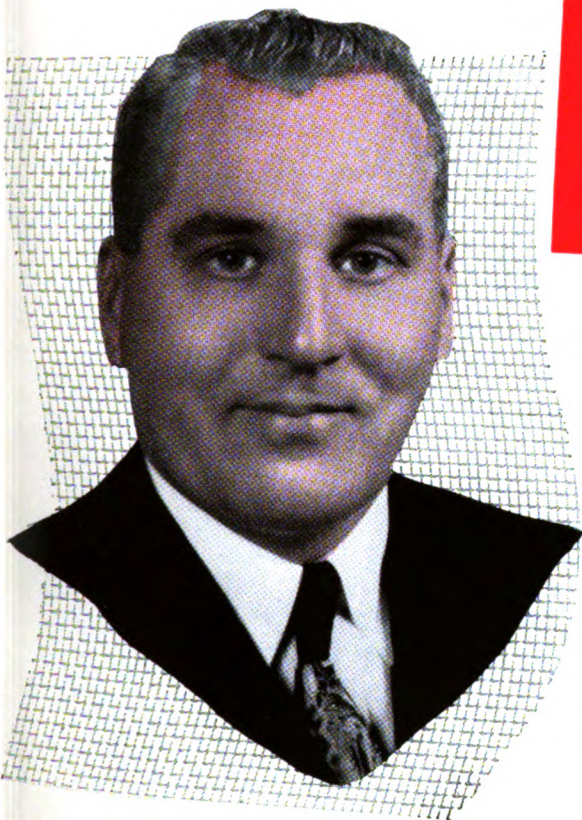


© 1950

"LONG WEAR

is my big story about

LUMITE"



says **Mr. B. C. O'CONNOR**

*owner of North Falmouth Hardware,
North Falmouth, Mass.*

"TOUGH—that's what screen cloth has to be to survive Cape Cod weather. And *tough* is the word for Lumite. That's why I always suggest Lumite.

"Even in our moist, salt-laden climate Lumite won't rust, rot, mildew or corrode . . . won't stain sills or sidewalls . . . never needs protective painting. And those are persuasive sales points to Cape Cod residents.

"But long-wear sells the most Lumite for me. When customers find that I've had Lumite on my own home *winter and summer* for two years without the slightest sign of wear, they're convinced that there's nothing like it. And they buy!

"Yes, the big story in screening on "The Cape" is long-wear—that's why the big seller is Lumite."

Biggest Story in Screening!

Most convincing . . .
sales-making . . . profit-making
story ever told—and these are
the facts that sell!

**LUMITE IS
STAINPROOF!**

It's the ideal screen cloth for
every exterior use! Never
needs protective painting . . .
won't stain sills or sidewalls
. . . is longer lasting . . . BE-
CAUSE IT'S RUSTPROOF!

Stock up now for big sales to come in '51. Lumite is
distributed by lumber, hardware and building supply
wholesalers. Write for free sample and information:

Tell the story and watch it sell!

LUMITE

SARAN SCREEN CLOTH

*Registered Trade-mark

ATTACHMENT OF A FIBRE OF MONY
Guaranteed by
Good Housekeeping
IS NOT AN ADVERTISED TRADING

LUMITE DIVISION, Chicopee Mfg. Corp. of Georgia, 40 Worth Street, New York 13, N. Y.

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Backbone!



Musical extravaganzas were enacted under this giant tent at the Chicago Fair. It accommodated an audience of 2,000.

Over 14,000 feet of Columbian Pure Manila Rope were used in this mighty tent. Columbian Rope was its very backbone — spiderlike Columbian network supported the canvas — Columbian guyed the poles — staked down the canvas.

That's a responsible job — but Columbian's a

dependable Rope. Every fibre resists wear, water and abrasion — every foot is guaranteed for quality, strength, durability, service. Columbian is quality controlled from the moment the fibre is selected in the Philippines till the finished rope is wrapped for shipment. Sell Columbian and be Sure.

COLUMBIAN ROPE COMPANY

400-70 Genesee St., Auburn, "The Cordage City", New York



FIRE HARDENED HANDLES

Last Longer - Feel Better - Sell Faster



FIRE Hardened Handles on True Temper Tools last longer because a high temperature flame seals the grain and hardens it—water cannot enter the seared surface—snow and ice will not stick to it—termites and other wood-destroying insects will not touch it.

Fire hardening produces the best-to-use finish because it equals the hand-rubbed "spit" finish produced by the friction of calloused hands. The beautiful brown color of True Temper Fire Hardened Handles is more than skin deep because it's burned in and polished—no paint or stains are used.

There is no other type of finish on tool handles that even remotely approaches the practical value, utility and beauty of True Temper's Fire Hardened Finish. True Temper Corporation, Cleveland 15, Ohio.

TRUE TEMPER

FIRE HARDENED HANDLES SUPPLIED ON HAMMERS • AXES • SHOVELS • STEEL GOODS
HATCHETS • SHEARS • HEAVY GOODS



MAJESTIC

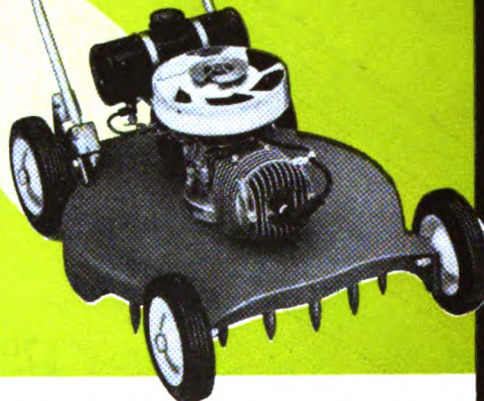
16" Rotomatic

Check these features:

- 1 Foolproof governor—absolutely automatic, no adjustments needed.
- 2 Cuts full 16" swath—makes mowing quicker, easier.
- 3 Cuts so finely, cuttings act as mulch—actually improves lawn appearance.
- 4 Heat treated, spring steel blade shears cleanly—does not tear grass.
- 5 Exclusive blade guard design and on-off switch for maximum safety and protection.

LIST PRICE
\$69⁹⁵
PLUS TAX

Price subject to change without notice



CUTS FLUSH WITH TREES, FENCES, WALLS, POSTS, ETC.

Eliminates trimming, extra attention and special tools or attachments—saves time and work.



CUTS GRASS OR HIGH WEEDS

Foolproof governor automatically adjusts engine speed for cutting regular lawn, tall grass or high weeds—height of cut ranges from 1½" to 3".



WEIGHS ONLY 35 POUNDS COMPLETE, READY TO OPERATE

Handy, easy-rolling champ has lightweight aluminum, single cylinder engine—special slip clutch feature to prevent crankshaft from bending or breaking if cutting blade hits obstacle.

It's Here! THE ALL NEW ROTOMATIC LAWN MOWER

NEW EFFICIENCY, NEW ECONOMY, NEW EASE OF OPERATION!

Now—a completely new lawn mower—designed by Monark to make every mowing job easier and quicker! New design, new features, new safety—more of everything new to make the 16" Rotomatic tops in the lawn mower field.

The 16" Rotomatic hits a new high in dependable efficiency. Precision built to cut flush with any obstacle, the Rotomatic cuts weeds and high grass evenly and easily . . . height of cut can quickly be adjusted from 1½" to 3" as desired. The new Rotomatic is operated by a lightweight, single cylinder, two-cycle engine equipped with adjustable carburetor, cast iron inserts, and forged crankshaft. Its 1.2 horsepower engine develops 3400-4000 r.p.m. for thorough cutting.

The new Rotomatic is priced surprisingly low—and in addition is especially economical to operate and maintain. The superb construction and simple design minimize repair and maintenance bills. A special construction feature—the slip clutch—automatically allows the cutting blade to slip when meeting an obstacle, thus making it impossible to bend or break the crankshaft.

The new Rotomatic is superior, too, in safety with all the major safety features found on ordinary power mowers, plus two new and exclusive features—first, the engine is equipped with an ON-OFF switch to eliminate the danger of starting the engine if any obstruction should have to be removed from the blade, and second, special attention was given to guarding the cutting blade—thereby preventing cutting injuries and making the Rotomatic much safer than any other mower made.

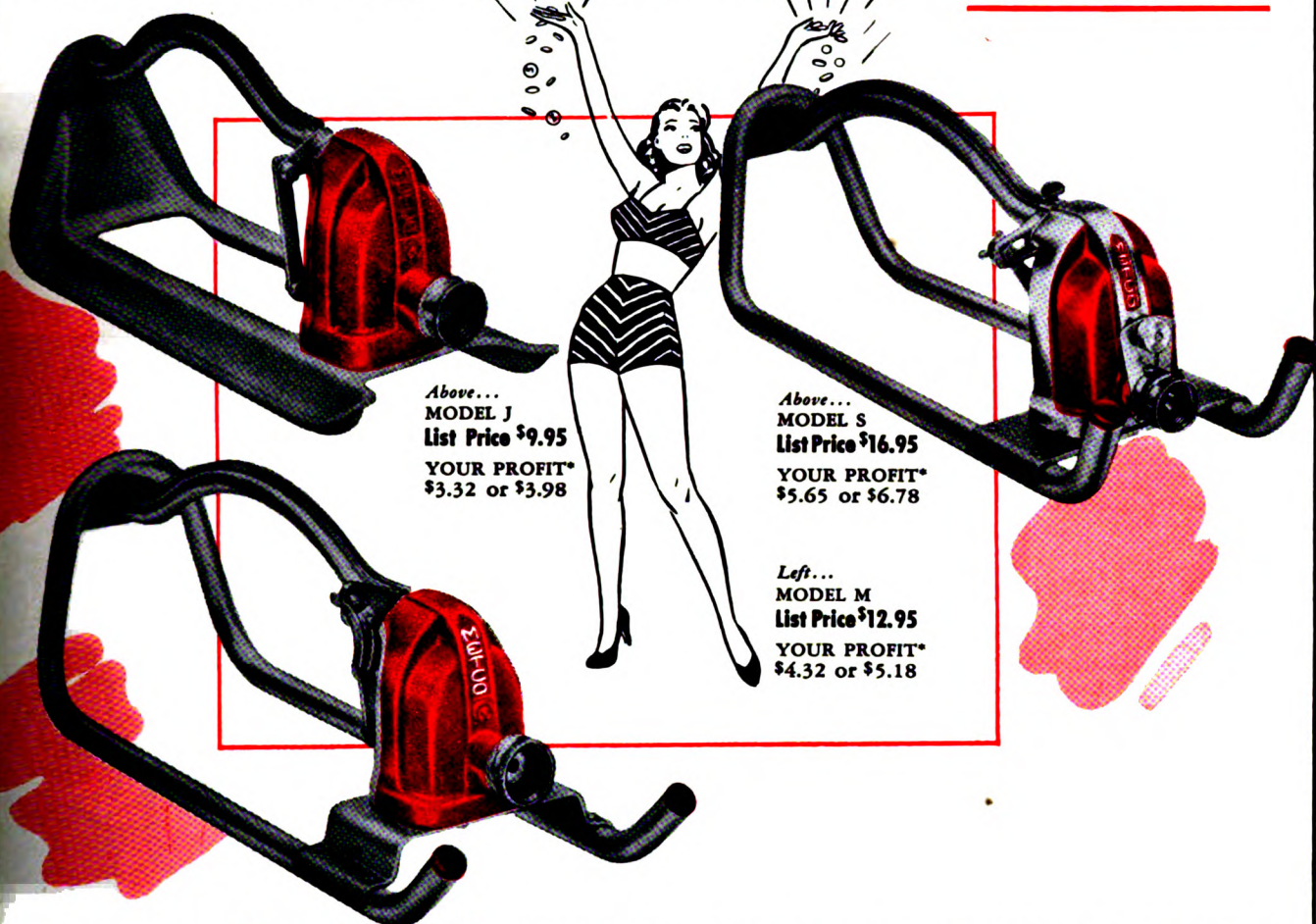
Because of its light weight and easy-rolling rubber tires the Rotomatic is highly maneuverable and makes any mowing task quicker, easier, and less tiring. The heat-treated, spring steel cutting blade is super-efficient—mowing evenly and cutting so finely the leavings act as a mulch. Thus you actually improve the appearance of your lawn while doing away with the time-consuming chore of raking after the lawn is mowed.

Investigate the new Majestic 16" Rotomatic today—for additional details write to Monark Silver King, Inc., 6501 West Grand Avenue, Chicago 35, Illinois.

DESIGNED BY **MONARK** SILVER KING, INC. 6501 W. Grand Ave., Chicago 35, Illinois

Another new Profit-Maker to help you make more Money with Monark!

LOOKING FOR **PROFITS?** FOR **VOLUME?** FOR **SALES?**
HIT THE JACKPOT WITH "METCO"!



Above...
MODEL J
 List Price \$9.95
 YOUR PROFIT*
 \$3.32 or \$3.98

Above...
MODEL S
 List Price \$16.95
 YOUR PROFIT*
 \$5.65 or \$6.78

Left...
MODEL M
 List Price \$12.95
 YOUR PROFIT*
 \$4.32 or \$5.18

THREE "METCO" WAVE SPRINKLERS PRICED TO FIT EVERY POCKETBOOK...DESIGNED TO SPRINKLE PROFITS INTO YOUR CASH REGISTER!

★ **PROFITS! YES!**

Your customers will like the better construction, the sensible prices and the terrific eye-appeal. They buy! You make a profit!

★ **PRE-SOLD! YES!**

They're pre-sold by national advertising, allowances for local advertising, sales aids, displays and brochures. Watch 'em move off your shelves!

★ **BIG DISCOUNTS! YES!**

40% on total order if 6 or more of any one Model is ordered. 33 1/3% on orders that do not contain 6 or more of one Model.

ORDER FROM YOUR JOBBER TODAY OR MAIL COUPON

Guaranteed for One Year!

METALLIZING ENGINEERING CO., Inc.
 38-13 30th STREET
 LONG ISLAND CITY 1, N. Y.
 LOS ANGELES, CALIF.
 CHICAGO, ILL.

METCO

"FOR '51-IT'S METCO"!

"METCO" SPECIAL PRODUCTS DIVISION
 38-13 30th Street, L. I. City 1, N. Y.

Ship in January at Guaranteed Prices.
 Model J _____ Model M _____ Model S _____

Firm _____

Street _____

City _____ State _____

Jobber _____

3 PROVED WAYS to boost chain sales

For years, these chain display-merchandisers have proved their money-making value in thousands of hardware stores. Every home and farm needs chain for some purpose . . . but, like pans or paint, you have to *show* chain to sell it. That's why these compact merchandisers are proven profit-builders. Ask your distributor about them.

The Chainvender

An attractive, compact chain department in two square feet of floor space. Six different chain assortments available to meet the exact requirements of your particular area. Sturdily constructed of welded, heavy-gauge steel. Dimensions: 54" high, 18" deep, 15" wide.

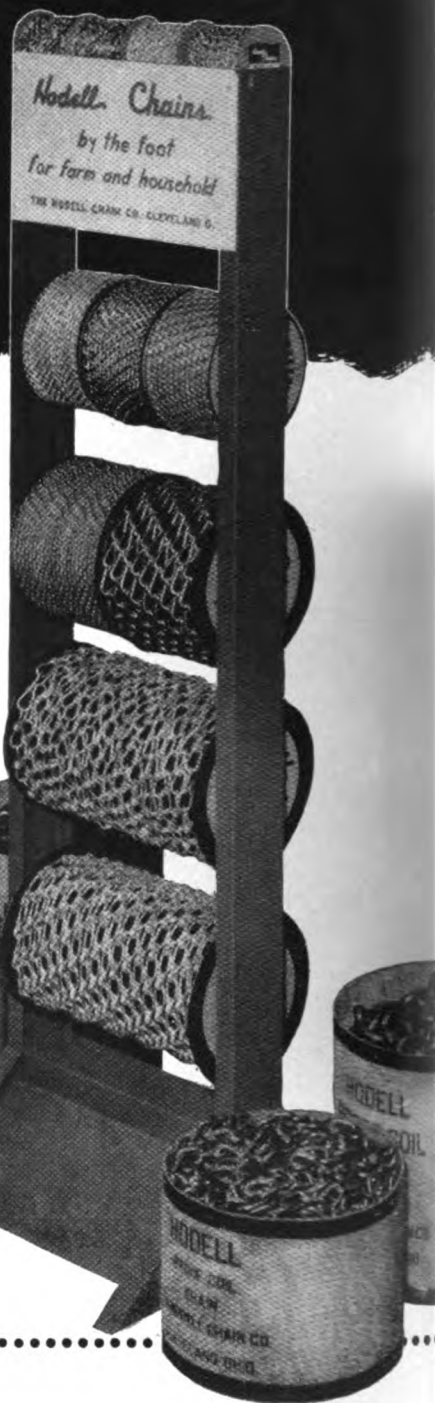
The "Four Little Drums"

Add these to your Chainvender, and you have a complete chain department. The four most popular sizes of electric welded proof coil chain in drums provide neat storage and easy handling—help you cash in on sales that might be missed when these heavier chains are stored under a counter or in the basement.



← **Counter Display** An assortment of 4 patterns of popular small chain—spooled for easy handling. Four spools, each containing 50 ft. of chain per spool, attractively packed in display carton illustrated.

• **Hodell is the name for dependable chain!** •



HODELL CHAIN COMPANY

★ CLEVELAND 3, OHIO ★

ESTABLISHED 1886 — A division of THE NATIONAL SCREW & MFG. COMPANY

Jack, Sash, Safety, Ladder, Sprocket, Pump, Liberty Machine, Proof Coil, Liberty Coil, Passing Link, Bulldog, Samson, Flat Link, Register

STANLEY HAMMERS

*Make a hit
with customers...
Make profits
for you...*



Photo courtesy of The Employers' Group Insurance Companies

The exclusive features of Stanley hammers make a hit with customers . . . make sales for you.

Point out these advantages to customers. The special analysis steel head—drop-forged and “super heat-treated” for extra hardness. The smooth, comfortable hickory handle—“Evertite” processed and triple-wedged for permanent tightness. And the perfect balance of Stanley hammers that gives full power to every swing.

Keep a stock of Stanley hammers within easy reach . . . where customers can heft them . . . and sell themselves.

Remember, the more tool value your customers get, the more tools they'll get from you. Check your supply of Stanley Tools and call your jobber TODAY.



**No. 51 1/2
NAIL HAMMER**

16 oz. Bell face,
round neck and poll.
Highly polished head
with black neck.

**100 PLUS
NAIL HAMMER**

16 oz. The Aristocrat
of hammers for
those who want the
best. Mirror-polished
head — octagon-
shaped neck.

**a style
and size
for every
need**

STANLEY TOOLS, New Britain, Conn.

THE TOOL BOX OF THE WORLD

STANLEY

Reg. U. S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

Arvin

points proudly

to these ELECTRIC HOUSEWARES achievements in 1950.

FIRST to offer a full

40%
DISCOUNT

in master carton

quantities. FIRST with a

5 YEAR
GUARANTEE

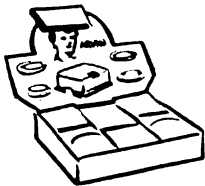
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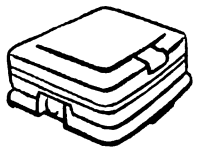
electric

irons. FIRST in dynamic dealer promotions such as

the



CHARMING HOSTESS-ELECTRIC COOK



and LAZY SUSAN-TOASTER deals and the



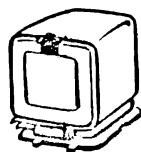
EARLY BIRD-HEATER deal on electric heaters. And in

spite of material shortages, production of Electric

Housewares is 150% ahead of 1949!

ARVIN INDUSTRIES, INC., Columbus, Indiana

(Formerly Noblitt-Sparks Industries)



P.S. We were first with this electric table oven, too

-- even if shortages have temporarily stopped production!



Here's the big new Nairn home decoration book! 16 full-color pages will help clinch linoleum sales in your customers' homes! If you need additional books at less than cost, get in touch with your Congoleum-Nairn representative now!

Dave Garroway's mighty enthusiastic over the new Nairn Home Decoration Book and that enthusiasm carries over to millions of housewives every Sunday night when he tells them to ask you for a copy!

How "Garroway at Large" helps you build business on NAIRN LINOLEUM

Many of your best customers are among the over 7½ million owners of television sets. Among these eager-to-buy families, a great favorite is Dave Garroway, genial host of Congoleum-Nairn's hit television show "Garroway at Large" . . . a program that reaches millions of homes over 50 stations from coast to coast.

In his friendly, believable fashion, Dave Garroway is telling these people about the extra value and added beauty that are built into Nairn Linoleum. But he doesn't stop there! He's giving them a real reason for visiting your store, *now*. Dave's Nairn Linoleum commercials close with the offer of a free 16-page decorating book in full color. And where does he tell them they can get this book? From *you*, their Nairn Linoleum dealer.

Here's an offer that's designed expressly to bring you extra store-traffic, more prospects and added sales of Nairn Linoleum.



An initial supply of this new decorating book has been sent without charge to Nairn Linoleum dealers. They're all imprinted with store name and address. Additional copies are available at less than cost through Congoleum-Nairn wholesalers.

People who come into your store to ask for the Nairn decorating book are real live prospects! Bring them your way by featuring the free book in your ads and displays. Be sure your supply of books is sufficient—better order more today. Be sure, too, to back them up with a good assortment of patterns in Nairn Linoleum. Cash in on this national advertising that's designed to do just one big job—to bring you more customers, added sales of Nairn Linoleum!



CONGOLEUM-NAIRN INC.

KEARNY, NEW JERSEY

Makers of guaranteed floor and wall coverings • Nairn Linoleum • Nairn Asphalt Tile • Nairn Self-Polishing Wax • Congoleum • Congowall

© 1950, Congoleum-Nairn Inc. "Congoleum," "Nairn" and "Congowall" are registered trademarks of Congoleum-Nairn Inc.

The PRESENT is the time to protect your FUTURE market

For the present, "business as usual" is a thing of the past.

But there won't always be a "national emergency." The time will come again when old-fashioned competition will replace shortages and allotments.

The wise business man will prepare for that time NOW by maintaining — and strengthening—one of the most vital aspects of his business — his TRADE RELATIONS.

For that reason alone the January 1951 NATIONAL HOUSEWARES AND HOME APPLIANCE EXHIBIT assumes a greater importance than ever before.

There is no better nor more efficient way to learn what your industry is doing and thinking to face the hard business facts for 1951 and the years to follow.

There is no easier nor more time-saving way to learn about prices, deliveries, new products and policy changes.

NATIONAL HOUSEWARES AND HOME APPLIANCE MANUFACTURERS EXHIBIT

JANUARY 18-25, 1951
(Thursday Thru Thursday)

**NAVY PIER
CHICAGO, ILL.**

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

(Incorporated not for profit)

EXECUTIVE OFFICES: 1140 MERCHANDISE MART, CHICAGO 54, ILLINOIS, PHONE: DELAWARE 7-8585

The
Hardware
Trade
wants

not one

not two ... but all three

Dutch Brand Electrical Tapes

FRICITION... PLASTIX... RUBBER

No one electrical tape meets all the varying requirements of your trade . . . it takes all three types. Each, with its special characteristics, plays an important part in electrical insulating work. In some cases, two types of tape may be necessary. Full consideration should be given to the use, the requirements and the costs involved.

It is for this reason that we recommend the "DUTCH BRAND" trio — Friction, PLASTIX, Rubber Tapes to give a full range for your trade.

We recommend that you stock and sell all three.

the "Dutch Brand" trio



Available in practical sizes and packaging for retail consumers.



VAN CLEEF BROS. INC.

Manufacturers . . . Rubber Products . . . Est. 1910
CHICAGO 19, U. S. A.



In 1950 Alone

108 Million
Advertisements
*to help build your Volume
 and Profits*



AMERICAN TURPENTINE FARMERS ASSOCIATION
 General Offices: VALDOSTA, GEORGIA



The New *Super-krome*

... Even BETTER Than Ever



**LONGER
OIL LENGTH**

No oil need be added
even for Priming
or Undercoating!

Now, more than ever, Sheffield SUPER-KROME is the ONE aluminum paint that does the ENTIRE job! Covers wood, brick or metal in one coat with a brilliant finish that lasts and lasts! A real profit maker and volume builder!



When a Paint
Is Required to
Withstand Heat

WILL WITHSTAND
1200°
of Heat!

**RED
HOT**

Here is the one aluminum paint, specifically formulated for special jobs where extreme heat is a necessity! One coat of RED HOT and you have a brilliant finish that stays attractive! Perfect for furnaces, heat ovens for homes and factories!

Sheffield
**FAST
SELLERS**
THAT ARE
Profit Builders



An Improved Formulation
that Works Like Magic!

**SUPER
Paint & Varnish
REMOVER**

An important item in all paint departments! This Sheffield Paint and Varnish remover does the job quicker and cleaner! The colorful new package attracts customers... and is a profitable volume item for you. Contains neither acid or lye.



**FOR ALL PATCHING
AND REPAIR JOBS**
Mixes With Water — Dries Hard As Stone

Here's an item that has a hundred uses around every home. Perfect for patching... sticks to anything; wood, brick or stone — and dries quickly. Your customers will appreciate the economy of this item... and its big volume makes it profitable. Complete with point of sale card in each package.

Sheffield Products now at New Low Prices. Write today for catalog of the more than 40 Sheffield Fast Sellers... and Price Lists

Sheffield Bronze
ONE OF THE WORLD'S LARGEST
MANUFACTURERS OF ALUMINUM PAINTS

PAINT CORPORATION
CLEVELAND 19, OHIO



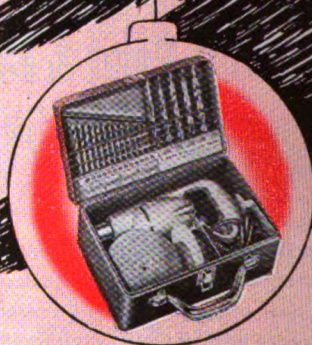
9 GIFT APPEAL ITEMS

- ALL PROVEN SELLERS !

All beautifully packaged

FEATURE CUMMINS, in your ads, in your windows and here-and-there about the store and you'll have the biggest Christmas ever in sales volume and profits! Every Cummins Tool and Tool Kit is attractively packaged . . . to win attention . . . to create the urge to buy . . . and to accomplish the selling job for you! You'll find every Cummins item a proven seller from the 29 piece tool kit at only \$21.95 to Model 600 Cummins Saw at \$62.50. Make your selection today . . . better yet, for greatest sales opportunity buy all 9 items . . . and order from your jobber right now.

FREE AD MATS — FREE COUNTER CARDS



30% DISCOUNT FOR YOU

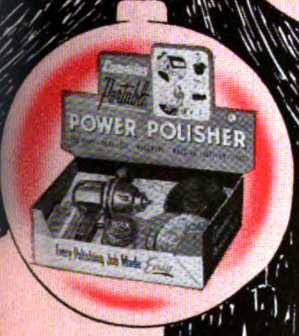
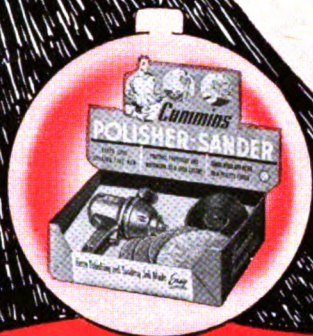
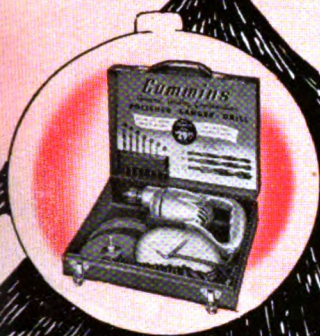
GIFTS THAT APPEAL TO BOTH MEN AND WOMEN!

You'll find men and women alike buying Cummins Tools as a Christmas Gift for themselves. That is why Cummins Tools are the most acceptable items to sell as a gift for the home . . . as a gift for someone "who-has-everything."

You'll find the way to greater sales paved for you as a result of our advertising in magazines that go into the home.

ADVERTISED IN BETTER HOMES & GARDENS
AND COUNTRY GENTLEMEN

by **Cummins** for **XMAS**



Cummins PORTABLE TOOLS

4740 NORTH RAVENSWOOD AVENUE, CHICAGO 40, ILL.

*Get 'em from your Jobber **NOW!***

Put yourself in the color business

in a big way
—at low cost

**WITH MARTIN-SENOUR
NU-HUE COLORS IN PAINT**



Amazing New

"COLOR HARMONY SELECTOR"

It shows hundreds of large painted samples of beautiful NU-HUE COLORS—automatically shows 3 additional colors that harmonize perfectly with whatever color your customer selects.

**Just think of the profit possibilities
this remarkable system offers**

- Minimum Stock!
- Big Range Of Colors!
- No Dealer Mixing Required!
- Top Quality Paint!
- Exclusive Color Harmony Service!
- Complete Up-To-Date Merchandising Service!

Here's just the opportunity you've waited for—a way to get in the big-profit paint color business at low cost. Martin-Senour—America's Color Leaders—show the way!

With this proven system and the remarkable "Color Harmony Selector" that goes with it, you

can offer your customers a *complete color service*—yet you keep only a small stock of paint. And there's no mixing equipment to buy either!

Martin-Senour Nu-Hue Colors in Paint consist of the finest synthetic tinting colors ever developed, put up in easy-to-handle, easy-to-sell tubes—PLUS—Neu-Tone flat white, Glos-Tone semi-gloss white or Kolor-Brite full-gloss white.

These top-quality, coordinated whites can be used alone or as the base for any Nu-Hue Color selected. You simply sell the correct "Nu-Hue Colors" in tubes for whatever color your customer selects, with a quart or gallon of white in the desired finish! It's easy! It's simple! And you make a good profit—day-after-day, season-after-season! Get all the details now. Send the coupon.

America's Color Leaders

Martin-Senour Company

CHICAGO • NEW YORK • LOS ANGELES

**Originators of
NU-HUE CUSTOM COLORS
MARTIN-SENOUR COLOR COORDINATOR
NU-HUE COLORS IN PAINT**



Mail coupon now for full details!

MARTIN-SENOUR COMPANY, Dept. HA-110
2520 Quarry St., Chicago 8, Illinois

Please send me complete, free information on the profitable new "Nu-Hue Colors" line of top-quality paint.

Name.....

Address.....

City..... Zone..... State.....

YOU CAN'T BEAT...

★ ★ ★
★ COLONIAL
★ BRUSHES
★ BOSTON
★ U.S.A. ★ ★ ★

Colonial

AT GIVING CUSTOMERS' SATISFACTION

For Colonial customers
have never suffered serious shortages!

We can't do the impossible,
but we come close to it,
serving our customers
during trying times.

*For Over a Quarter Century (in Fact,
Thirty Years to be Exact) Our Manage-
ment Has Manufactured and Merchan-
dised Paint Brushes for Chain Stores*



RETAIL **10¢** AND
UP

ALL MADE OF
PURE BLACK
CHINESE BRISTLES

Note our change of address

COLONIAL BRUSH MANUFACTURING COMPANY, INC.

160 WASHINGTON STREET, NORTH
BOSTON 14, MASS.

Telephone: Richmond 2-2515

NEW YORK

CHICAGO

Here's Good News!

NOW available to
the public through you...
the famous SIOUX Quality Tools



No. 1822 - 1/4" DRILL TOOL SET
for Drilling, Grinding, Wire
Brushing, Cleaning, etc. Set
includes 1/4" Drill, Pistol Grip;
Horizontal Stand; 1/4" Arbor
Shank; 4" Wire Brush; 3"
Grinding Wheel; 3" Cloth
Buffer; Tube of Polishing Com-
pound; seven—1/16" to 1/4"
High Speed Drills for Steel;
two—Drill Bits 3/8" and 1/2"
for Wood; Metal Box for Kit.

List only **\$38.55**



No. 1885 - 1/4" ELECTRIC DRILL

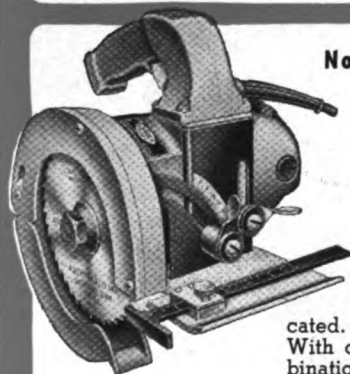
Light—flexible—easy to use on
any drilling job within its range.
Pistol grip and Hex key chuck.
Capacity: Steel up to 1/4"; Hard-
wood 1/2". Universal Motor, A.C.
—D.C. 115 Volt. R.P.M. no load
2250, full load 1350. Length overall 7 3/4". Net
weight 3 1/4 lbs.

List Price only **\$19.95**



For over 36 years SIOUX Quality Electric
Tools have been available only to Automotive,
Aviation and Industrial Plants and their after-
market service stations. NOW the same quali-
ty is available in RURAL-CRAFT, for Home
Owners, Craftsmen, Farmers and Small Shops
(but only through Retail Sources).

SIOUX reputation built by 36 years of pro-
duction of Quality Tools—is yours to cash in
on, because tool minded people know and
appreciate the value they get in SIOUX.
Shown are only a few of the famous tools
SIOUX offers you and the public.



No. 1806 ELECTRIC HAND SAW

6"—capacity, 2"—a general
purpose saw for everybody
who likes to do things and for
carpenters and builders. True
one-hand operation. Ball and
Roller Bearing throughout.
Safety guard with spring re-
turn. Blower keeps line free
of sawdust. Universal Motor—
A.C.—D.C. 115 volt, 8 am-
peres. Permanently lubri-
cated. Safe, dependable, light, powerful.
With depth and bevel attachment, com-
bination blade and
wrench. List only **\$61.95**

ALSO: 1/2" Electric Drills; 1/4" and 1/2" Drill Stands. High Speed
Hole Saws. Additional Wire Wheel Brushes and Grinding Wheels.
6" and 7" Bench Grinder. Data on same sent upon request.

DEALERS: Contact your wholesaler NOW or write
us. Complete information on request. You can cash in **BIG**
on these versatile tools.



No. 1865 ELECTRIC POLISHER-SANDER-DRILL

A light-weight unit to eliminate tedious hand polish-
ing or sanding on woodwork, furniture, floors or
automobiles. Will polish or sand all kinds of surfaces.
Set includes Polisher-Sander; moulded Rubber Back-
ing Pad; 1/4" Chuck for drilling; 6" Wool Polishing
Pad; Can Polishing Wax. Three—5" Sanding Discs,
fine, medium, coarse.

List only **\$29.25**

SEE OUR ADS in SATURDAY EVENING POST — October 28,
November 18 and December 9 — They will create business for you.

STANDARD THE
ALBERTSON & CO., INC.



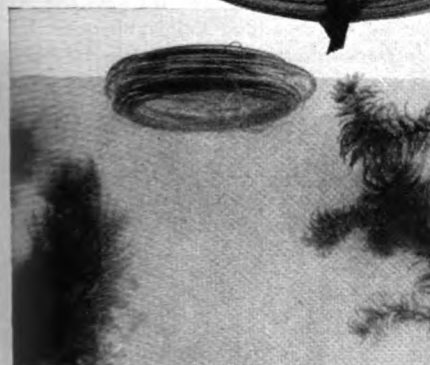
WORLD OVER
SIOUX CITY, IOWA, U. S. A.

Amazing New GLADDING FLY LINE

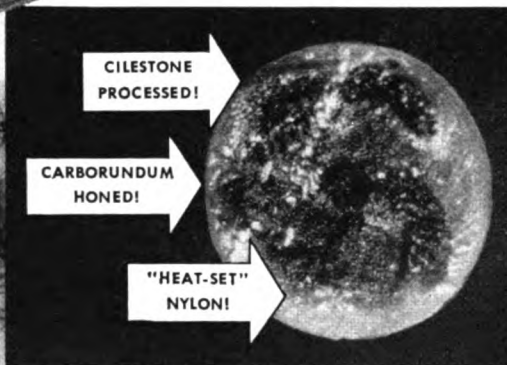
5 Ways Better!



1. SHOOTS EASIER
2. CASTS FARTHER
3. KINKS LESS
4. LASTS LONGER
5. FLOATS EASIER



An entire coil of Cilesto line, dropped in the water as a laboratory test, still retained its original buoyancy—after 16 hours!



Micro-photo cross section of Cilesto line shows construction. Note how thick coating of Cilestone seals and impregnates nylon threads, adding to natural buoyancy of line.



All Cilesto tapers come in a reusable plastic display case. Perfect for leaders, spinners, flies, bugs, etc.

**Cash in
on the
Call for
CILESTO!**

● "Best line I ever used" says 97.6% of the fishermen reporting on Cilesto . . . after 1500 Cilesto lines had been tested under all fishing conditions in both fresh and salt water.

No wonder: Cilesto takes more abuse, lasts longer than ordinary lines of either silk or nylon, and yet size for size, is the same weight as silk.

Stock up now on the fly line that's 5 ways better.
Order Gladding's Cilesto today.

B. F. GLADDING & CO., Inc.
SOUTH OTSELIC, N. Y.



Guns of the Month



NOVEMBER



Fit Their Needs **EXACTLY**

With Savage — and *only* Savage — you offer *two* smartly streamlined automatic loading shotguns... each model fitted exactly to the kind of shooting your customer wishes to do. Top quality, fine appearance, perfect balance and fast handling are characteristic of both models. Automatic reloading frees the shooter from the necessity of manual operation.

For Long Range Shooting

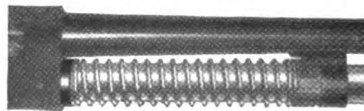
... your customers can't go wrong with the Savage **STANDARD WEIGHT** Model 755 Automatic. In the blind, or for pass shooting at high flying ducks and geese, its added weight absorbs the heavy recoil and permits fast, accurate shooting.

For Upland Game and Skeet

... recommend the 775 "LIGHTWEIGHT" Automatic. It's "faster because it's lighter" ... assures your customers of the lightning-fast pointing and handling they need with medium loads. Of course, it will handle "heavy" loads, too — perfectly.

Both Guns

... are rugged, handsome, perfectly balanced.



Automatic loading mechanism functions *perfectly* with *either* light or heavy loads. Friction rings provide quick, simple adjustment to give proper spring tension with various loads.

Streamlined receivers, handsomely decorated, are designed for smarter appearance, provide faster sighting and easier handling.

SAVAGE MODEL

755

STANDARD WEIGHT
AUTOMATIC LOADING
SHOTGUN

12 and 16 Ga., 3 or 5 Shot

SAVAGE MODEL

775

LIGHTWEIGHT
AUTOMATIC LOADING
SHOTGUN

12 and 16 Ga., 3 or 5 Shot

Regarding Deliveries...

You know the great consumer demand for Savage Streamlined Automatic Shotguns. We are doing all we can to help you meet it. Shipments are being made continually, on allocation, to our distributors throughout the country. So, orders placed with your jobber are constantly nearing delivery.

Have you written for your copy of the Savage Sales Handbook?

SAVAGE ARMS CORPORATION
Firearms Division, Chicopee Falls, Mass.



SAVAGE

SAVAGE • STEVENS • FOX Rifles and Shotguns

SAVAGE • WORCESTER Power and Hand Lawn Mowers



*The greatest
championship
combination
in fishing
history!*

DESIGNED BY DICK MILLER

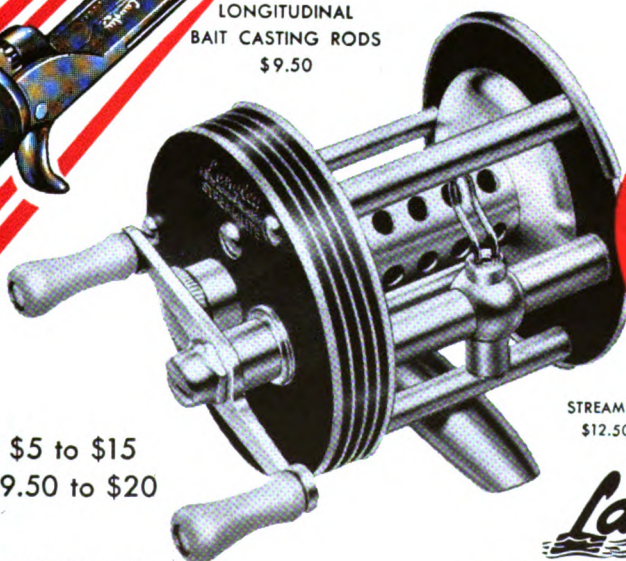
*Dick Miller is a world's famous
fisherman, casting champion
and Executive Vice
President of
Langley
Corporation*

**LANGLEY
LONGITUDINAL
Tubular Glass Rods**
and.....

**LANGLEY "Anti-Inertia"
Casting Reels**



LONGITUDINAL
BAIT CASTING RODS
\$9.50



STREAMLITE
\$12.50

**ANTI-INERTIA
SPOOL**



**ELIMINATES
FLY-WHEEL
ACTION**

Reels from \$5 to \$15
Rods from \$9.50 to \$20

Langley

LANGLEY CORP., 660 Second Ave., San Diego, Calif.

T.M. © COPYRIGHT 1950 LANGLEY CORP.

Lightest Shovel Made!

SAVES A TON A DAY

AMES *Featherlite*

FIGURE IT YOURSELF!

Taylor's "Scientific Shoveling" shows 1/2 lb. lighter shovel.

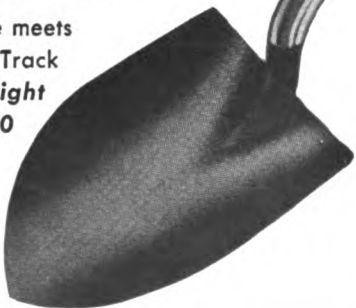
Saves lifting 2900 lbs. in a working day.

Perfect Balance

APPROXIMATE WEIGHT
3 1/2 TO 3 3/4 LBS.

Features of AMES FEATHERLITE

1. Lighter... made from a High Carbon Steel Sheet. No heavy sections in socket or frog.
2. Strength comes from its Tubular Shaped Tempered Socket filled by handle driven in under great pressure.
3. Featherlite meets Railroad Track Shovel weight test of 200 pounds.



LIGHTER

STRONGER



Ask Your Jobber

PARKERSBURG, W. VA.

AMES BALDWIN WYOMING CO.

NORTH EASTON, MASS.

Lenk

Super De Luxe

ELECTRIC

Soldering Irons



3 popular sizes
75 watt, 100 watt, 150 watt
at popular prices

Silent Salesman Display
at no extra charge
increases sales

Increase your soldering iron sales!

- METAL CLAD HEATING ELEMENT prolongs life
- COOLING FINS keep handle comfortable
- SWAGED TUBE seats element firmly, insuring constant tip heat
- HIGHLY POLISHED CHROME FINISH and sales-catching package
- FULLY APPROVED by Underwriters Laboratories and Canadian Standards Association
- FOR COMPLETE DETAILS see your jobber, or contact Lenk Mfg. Company

LENK
Mfg. Company

30 Cummington St.
BOSTON 15, MASS.

Add up the uses for chain in this picture!



BE CAREFUL, better check to make sure . . . you're liable to miss one or two at first glance. There are 23—check again.

And you're liable, too, to be missing a lot of opportunities for chain sales right in your own neighborhood. It will really pay you to stop and size up the situation.

From dog leads to towing chains, you'll do better with Campbell. The Campbell Chain Merchandiser will make your sales easier and more profitable . . . you stock it with the sizes and types most popular with your customers. Campbell Chain is also available in sturdy Cam-Pak containers, for attractive display and easy dispensing. See your wholesaler or write today for complete information!



CAMPBELL CHAIN *Company*

Main Office—York, Pa.

Factories—York, Pa. and West Burlington, Iowa



HACKSAW THAT'S EASY TO USE WITH A HANDLE THAT'S HARD TO BREAK!

● To the experienced mechanic the "feel" of a tool is important. The Crescent #1049 Hacksaw has a molded-to-the-hand Neoprene handle that is a great improvement over metal. For one thing, it takes a lot more abuse. It is comfortable and resilient to hold and has high dielectric value. The frame has all the expected Crescent Quality features...made of heavy gauge steel...nickel-plated for corrosion resistance...beautifully balanced. You'll find all the features that make a good hacksaw in this Crescent model.

CRESCENT TOOL COMPANY, JAMESTOWN, N. Y.

"Crescent" is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by Crescent Tool Company, Jamestown, N. Y.

EASY ON THE HAND AND HARD TO BREAK
Feel it... it's warm and resilient to the touch. Drop it... it won't break. Use it... it is impervious to oil and acids. Temperatures 100 degrees below to 200 above will not affect it. Has high insulating value under all conditions.

CRESCENT TOOLS

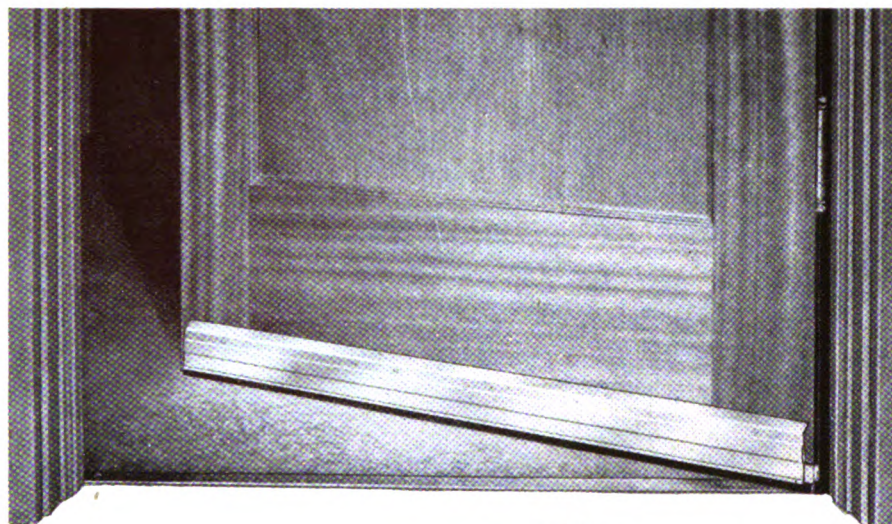
Give Wings to Work

*Sign of the Artisan
Symbol of Excellence*



Mack says...

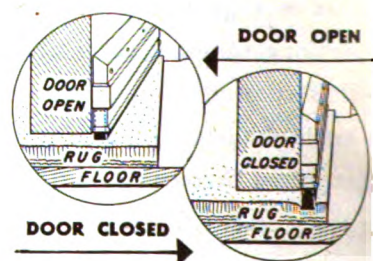
YOU SELL with these



Nu-GARD Automatic DOOR BOTTOM AND DRAFT ELIMINATOR

THE MOST UNIQUE DOOR BOTTOM OF THEM ALL!

Here's the most efficient, most practical door bottom on the market! Overcomes the old problem of clearing rug or carpet every time door opens. Beautifully designed with smart, silvery-satin finish. Easily installed by anyone. All working parts made of high quality Alacrome metal—will not rust or tarnish. Furnished in 28", 32", 36", 42" and 48" lengths. May be shortened approx. 2". Fits right or left hand doors. Packed in individual cartons, including necessary screws and completely illustrated instructions.



SHOW 'EM HOW IT WORKS AND *IT'S SOLD!*

A single demonstration makes the sale every time! Just show them how the heavy, thick felt hugs the floor when the door is closed. How it seals out noise, dust, drafts, ~~saves~~ fuel! Then when the door opens how the hinged felt section automatically raises to clear carpet or floor.



Nationally Advertised

TO BUILD TRAFFIC FOR YOU!

Our advertising in leading national magazines tells millions of readers to buy these quality products from you. So keep well supplied!



You can't sell 'em if you don't stock 'em so order today. Your stock will be shipped same day your order is received.

MORE... PROFIT MORE

sure-fire favorites!

More than ever... swell to have, swell to sell!

Numetal

WEATHER STRIP

for windows and doors



FOR DOORS Packaged in handy sets for almost all standard doors. Available with regular brass and felt door bottom strip, or with threshold and exposed hook. Easily installed—no special skill or tools needed. Comes complete. All ready to install.



FOR WINDOWS Also comes complete in convenient packages. Fits all standard 28", 30", 32" and 36" double hung windows. Cut-to-dimension service available. Quickly and easily installed by anyone. Each set contains necessary strip for complete job, plus nails and instructions. Individually packaged—ready to hand customer!

Nu-WAY

WEATHER STRIP
Easiest in the world
to put on!



Any clerk can sell it! Any customer can install it! Works perfectly on most any type window, storm sash or door. Made of moth-proof, pre-shrunk, color-fast wool felt and white metal. Attractive display carton holds 12 individual 20-ft. rolls.



DON'T FORGET Nu-CALK SPEED LOAD

America's favorite calking compound in the most efficient load on the market. Packaged 10 loads to each carton and 4 cartons per shipping case. You'll need a good supply to keep up with this fast-seller!



Nu-Glaze GLAZING COMPOUND

Sells better because it does the job better—really "stays up"! Won't crack or peel off. Perfect for all glazing. Packaged in attractive cans—½ pint, pint, quart, 5 lbs.—in drums from 50 to 880 lbs.



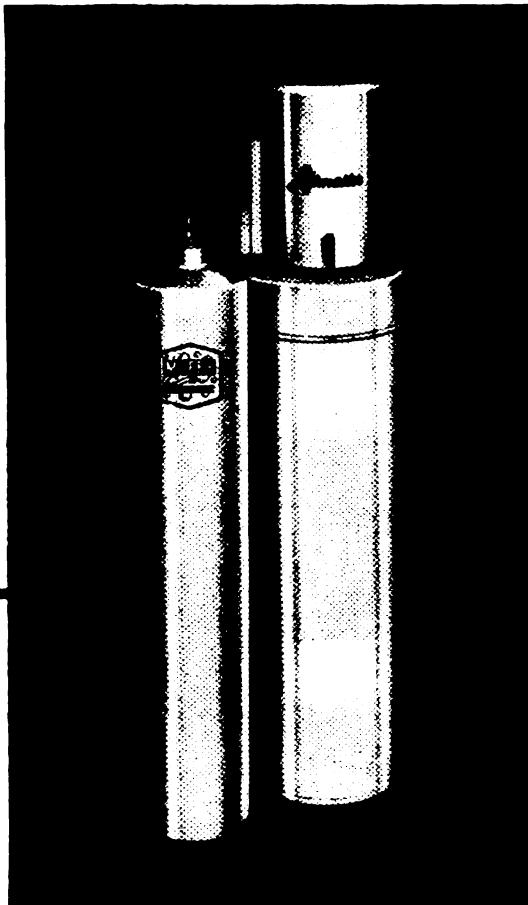
ORDER NOW — Your order will be shipped same day received!

MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA



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Introducing the New Myers Softmaster

FULLY AUTOMATIC WATER SOFTENING

Install It and forget it!

You'll certainly want to know more about new Myers Softmasters. There may be a dealership open in your territory. READ THIS—then write, wire or phone at once for further information:

Keep this sensational new Myers Softmaster well displayed—then have your order book handy! For here at last is a water softener that is *completely automatic* in operation. No fussing with valves or levers. Electrical controls do the work—just push the button. Adding salt 2 or 3 times a year is all that is required.

And what a sales point you've got in Softmaster savings! Laboratory tests prove *soft water saves the average family up to \$125 yearly*. So emphasize these proved savings

along with Softmaster's many exclusive features. Together, they'll turn your toughest prospects into ready buyers.

But Myers hasn't stopped with a stand-out product. Softmaster is backed to the hilt with hard-hitting promotion: Big color ads in the biggest national magazines... plus an all-out merchandising program that doesn't miss a bet... PLUS a free water testing service that's a powerful sales-clincher in itself!

MYERS WATER SOFTENERS . . .

**Available in Types and Sizes to Suit
Every Purpose — Fit Every Purse!**



**More Profit-Building Opportunities with
Myers Quality Water Supply Equipment!**

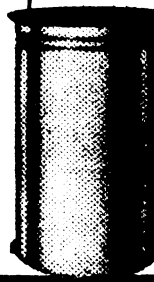
Remember—for dealership details write to:

THE F. E. MYERS & BRO. CO.

Dept. W-79, Ashland, Ohio



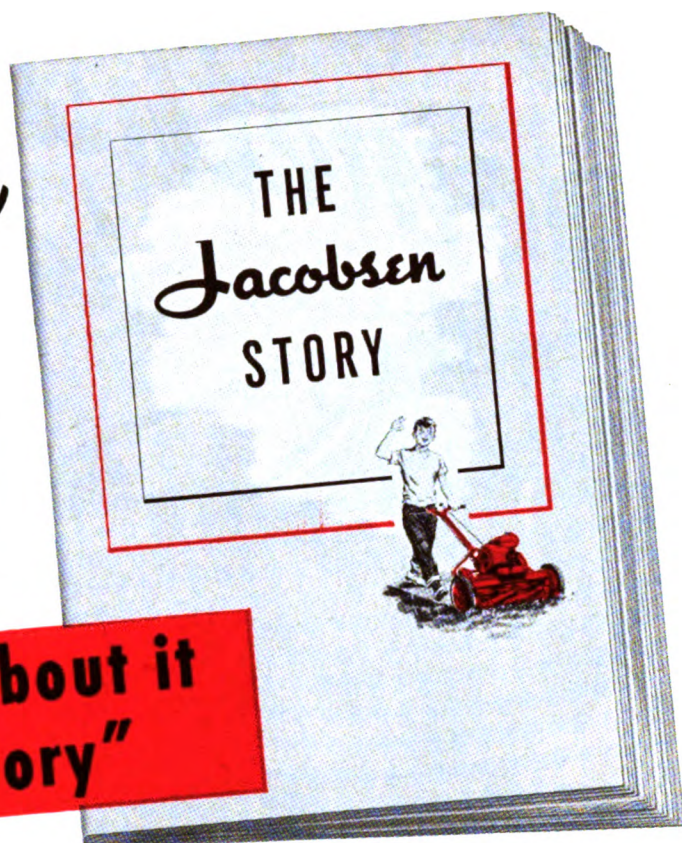
**Myers
"Hydroswitch"**
A low-cost, high-quality softener with many special advantages. Easily regenerated by manually operated valve.



**Myers
"Autorinse"**
A semi-automatic unit that has proved widely popular. Offers 44% greater capacity than any comparative water softener.

the most complete
power mower
program for '51

...read all about it
in "The Jacobsen Story"



It's yours for the asking — "The Jacobsen Story," an attractive 64-page book, designed to help you sell more power mowers in 1951.

Within its covers are color illustrations and descriptions of the largest, most complete line of reel type and rotary disc power mowers in the industry — a line that is second to none in performance, quality and reputation.

In addition, "The Jacobsen Story" explains the complete package of sales and merchandising helps, which assures Jacobsen dealers of more than their share of the rich power mower market by this and other elements of direct factory assistance.

Ask for your copy of the valuable Jacobsen Story now. Use it both for your own reference and for discussing power mowers with customers. Mail this coupon. We will send your free copy promptly.

Jacobsen

WORTHINGTON

The Complete Line of Power Mowers—Reel and Rotary Disc

Jacobsen

**MANUFACTURING
COMPANY**

RACINE, WISCONSIN

Please send my free copy of "The Jacobsen Story."

NAME _____

STREET _____

CITY _____

STATE _____

Something **NEW**
has been added!

**KEIL
AUTOMATIC
KEY
DUPLICATING
MACHINES**

NOW...

No. 1½ AC
mounted on
board with
motor
No. 1A Machine
only

Complete with "AUTOMATIC SAFETY SWITCH"

THIS MACHINE CANNOT BE OPERATED UNTIL
'GOOSENECK' IS DISENGAGED — A MAGNIFICENT
IMPROVEMENT AT REGULAR PRICE.

USE OUR

"PAY AS YOU PROFIT PLAN"

Contact your jobber or write us direct TODAY!

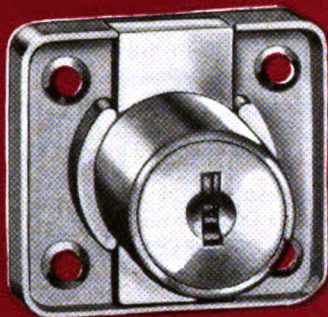


KEY *DUPLICATING MACHINES*

KEIL LOCK CO., Inc., CHARLESTOWN, NEW HAMPSHIRE

NATIONAL LOCK

**Brings you quality locks
that you can sell at
a worthwhile profit**



N68-6703B Drawer Lock



N68-053C Drawer Lock

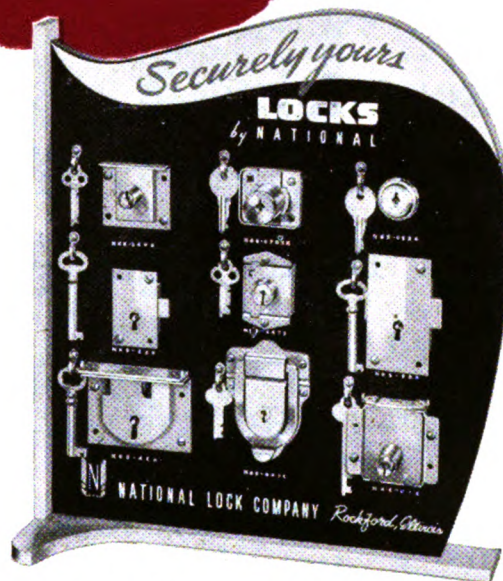
Get the complete assortment...Then keep inventory balanced by ordering from open stock

the N-68 assortment

**Consists of selected items
from an extensive lock line**

Consistent leader of the Profit-Town Caravan is this fast-moving lock assortment. Here are drawer locks, door locks, chest locks, wardrobe locks, tool box locks, locks with a host of practical every-day uses. Get them. Display them. Sell them regularly, profitably. Write us for N-68 assortment catalog.

**EACH LOCK PACKAGED IN AN ATTRACTIVE PRINTED ENVELOPE...
WITH KEY, SCREWS AND OTHER PARTS REQUIRED FOR INSTALLATION**



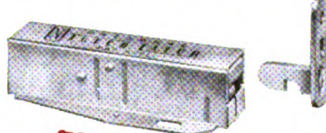
FREE COUNTER DISPLAY BOARD

ASK YOUR JOBBER ABOUT N-68 . . . THESE OTHER POPULAR, PROFITABLE ITEMS, TOO

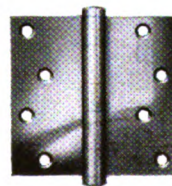
CABINET HARDWARE



NATIONAL TUTCH LATCH



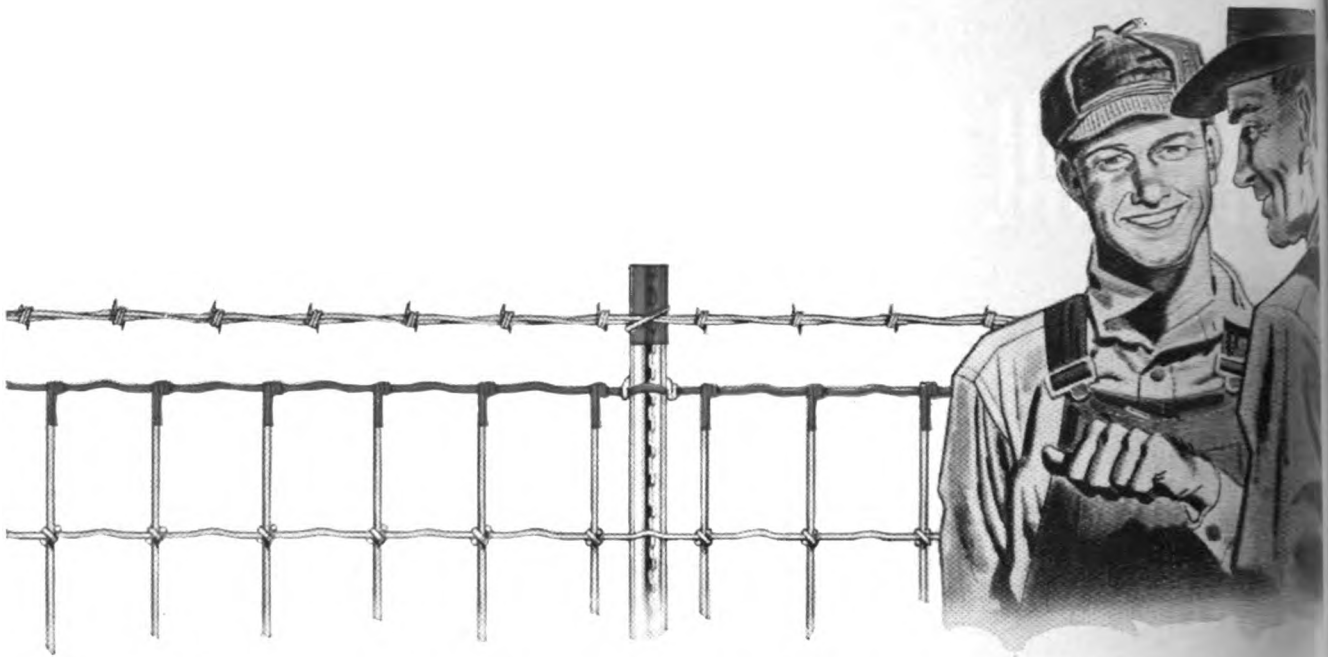
**BUTTS
and
HINGES**



NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS

Distinctive Hardware . . . All from 1 source



Why do you see this red top-wire on so many farms?
 ... Because Red Brand Fence has earned the preference of farm customers everywhere... They know from experience that long-lasting Galvannealed Red Brand fence and Red Top steel posts mean extra fence value... constantly increasing demand and fast turnover always means profit for Red Brand fence dealers... The Red



Brand "Practical Land Use" program gives Red Brand dealers unusual benefits . . . Your Keystone man will tell you about it, or write:



KEYSTONE STEEL & WIRE COMPANY

PEORIA 7, ILLINOIS

Makers of Red Brand fence, Red Top steel posts, Non-climbable fence, Corn Cribbing, Gates, Keystone Poultry Netting

Green Spot

helps you spotlight all garden goods!



Green Spot's great new Promotion Kit contains all the essential props for setting up the money-making window you see here. It's the first manufacturer promotion ever to boost *all* garden supplies.

And the sales power behind this promotion is GREEN SPOT . . . the high quality line of garden hose accessories that helps you profit most because it's America's most *complete*, nationally-advertised line (best sellers below).

Get your big GREEN SPOT Promotion Kit from your jobber, including beautiful, full-color, easel-mounted backdrop; two matching side panels, listing items vital to lawn care; easy-to-follow diagrams for window set-up and inside-the-store counter display; window banners; consumer booklets; counter card and other free sales helps. Keep a *full selection* of GREEN SPOT on hand, and you can't fail to make the sale.



See your jobber or write Merchandise Division,
Scovill Manufacturing Company, 36 Mill Street, Waterbury 20, Conn.



WEATHER-MATIC's the new queen of automatic sprinklers! Polished chrome arms ride on ball-bearings. Nozzles have distance markings for watering any circular area from 10-50 ft. Rustproof. Moving parts brass.



H-255 Multiple Lawn Sprinkler: When used in series, ideal for odd-shaped areas. Misty spray. Perfect for low water pressure.



H-262 Fan Spray: Waters soil, won't wet foliage. Prevents flower fungus diseases. Forged brass body, washer retaining pocket.



H-264 Ring Sprinkler: Safe for children. Sprays up to 20' diameter. Long-life wrought brass.



H-3334 Two-Arm Adjustable Sprinkler (Chrome): Nozzles adjust fine to coarse. Waters any shape area. Rotary or stationary. Rust-proof. Also in brass.



H-346 Four-Arm Sprinkler: Arms pre-set for even coverage. Rustproof: brass arms and head, green-enameled base.

H-354 Three-Arm Sprinkler: Waters 40' circle. Fine, even spray. Rotary arms pre-set. Brass head and arms, green-enameled base.



H-344 Goose-neck: Allows hose to be attached to faucet without skinning knuckles. Swivels freely . . . no hose kinks at faucet.



H-333 "Y" Connector: Allows two hoses to be attached to one faucet. Cast brass: one end female threaded, two male.



H-353 Quick Connector: Speeds joining hose-to-faucet, hose-to-hose, hose-to-accessory. Snaps together. Brass, leakproof.



H-280 Standard Hose Coupling: Strong wrought brass, deep shank ridges, heavy knurled nut. $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " I.D. hose sizes.



H-281 Super Clinch Hose Coupling: Joins two pieces of hose so they can be taken apart. Heavy gauge brass. Firm rust-proof steel fingers won't cut. Also one-piece H-282 SUPER-CLINCH HOSE MENDER.



H-3375 Chrome Hose Nozzle: New! Exclusive leakproof design. Solid brass, heavy chrome-plate. Other models also available.



H-361 Root Irrigator: New! Inserted in ground to water roots. Brass head, green-enameled steel stem.

Green Spot

GARDEN HOSE ACCESSORIES
KEEPS THAT SPOT GREEN
A Product of Scovill



SPRINKLERS • FAN SPRAYS • HOSE NOZZLES • QUICK CONNECTORS • COUPLINGS • HOSE MENDERS • CLAMPS • NIPPLES • GOOSE NECKS

HARDWARE AGE, NOVEMBER 16, 1950

Digitized by Google

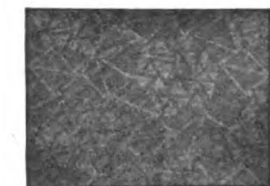
DIAMOND

TOOL DISPLAYS

Diamond Calk has just come out with a new and complete line of tool display boards for quick self-merchandising. Each tool is easily removed, and may be replaced with another. Write for our complete line.



HOLIDAY TOOL SETS



Diamond tool sets make handsome, practical Christmas gifts, attractively put up in colorful holiday boxes.

DIAMOND CALK HORSESHOE COMPANY

4622 Grand
Avenue



Duluth
Minnesota

you have NO COMPETITION!

with **ROGERS**
"GORILLA GRIP" GLUE



NO PRICE COMPETITION

Rogers is sold *only* to you — *never* to group order buyers, chain stores, or mail order houses. This means you have guaranteed profit protection when you sell "the glue with the grip of a gorilla."



NO QUALITY COMPETITION

"Best by Adhesive Test", Rogers has a holding power of 3885 lbs. per square inch. Made only from the finest select fish skins, it is the strongest, purest glue on the market. Rogers satisfies old customers — wins new ones.

See Your Jobber today.

ROGERS ISINGLASS AND GLUE CO.
GLOUCESTER, MASS.

ARROW

STAPLING MACHINES

SERVE INDUSTRY

T-32 GUN TACKER FOR TRIGGER-RATE
SPEED
TACKING



1001 USES
TACKS EVEN
TO SOLID OAK

SAVES TIME—SPEEDS UP PRODUCTION

- Sturdy all steel construction with chrome finish
- Holds 150 staples
- Same machine takes 3/16", 1/4", 5/16" staple sizes.

PRICE \$9.50

Slightly higher in the West and Canada

Nationally Advertised

Priced for Dealer Profits • Guaranteed Staple-Repeat Business • Write for complete information

ARROW FASTENER CO., INC.

30-38 Maujer St., Dept. HA, Bklyn. 6, N. Y.

Precision-built CELLAR WINDOW SETS

... assure quick, smooth action!



No. 70 Cellar Window Set

The completeness of these sets embraces all of the necessary components for a first class installation—this will please and attract the attention of your trade.

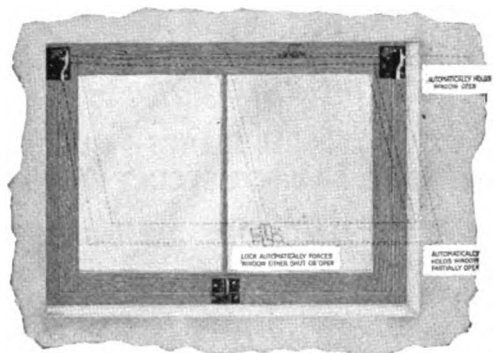
Hinges and catch actions are specifically designed to serve cellar windows and are ruggedly built to withstand years of dependable service.

All parts are heavily Sherardized to prevent rust. Also furnished in Japan finish if desired. These protective finishes on National Cellar Window Hardware play an important role in guarding their efficiency from becoming impaired by dampness and resultant rust.

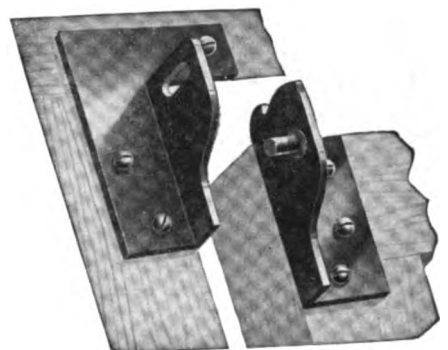
National

The No. 71 Automatic Cellar Window Set illustrated at the right is all that its name implies. Automatic in the quick, sure manner in which window is automatically held either partially or fully open. The locking device automatically forces window either shut or open. Here is hardware that enjoys year 'round sales appeal.

50th ANNIVERSARY
YEAR 1951
NATIONAL
Manufacturing Company



No. 71 Automatic Cellar Window Set



National MANUFACTURING COMPANY · Sterling, Illinois



Dealers...get high profits and year-round sales with these comfortable, sturdy...

JUDSEN MOLDED RUBBER KNEE PADS

for

Cement Layers
Roofers
Floor Layers
Carpenters
Industrial Workers
Home Gardeners
Household Chores



- TOUGH MOLDED RUBBER
- SOFT SPONGE RESTING PLACE FOR THE KNEE
- ADJUSTABLE STRAPS—MOLDED RIGHT INTO PAD FOR SECURE FASTENING
- PREVENT SORE, ACHING KNEES
- WATERPROOF—SAVE CLOTHES

**CAN BE WORN
ALL DAY LONG**



**KNEELING,
STANDING
or
WALKING**

GENTLEMEN: Please send us () pairs at \$16.00 per dozen. Retail price \$2.25 per pair.

Name _____

Address _____

City _____ State _____

JUDSEN RUBBER WORKS, INC.

4107 West Kinzie Street

Chicago 24, Illinois

Put This

SILENT SALESMAN

To Work for You



Niagara
FARM AND GARDEN BRAND

Make **BIG PROFITS** Handling this Complete Line of **INSECTICIDES AND FUNGICIDES**

When you stock Niagara Farm and Garden Brand you get this eye-catching counter or window display that is a real dollar catcher during the buying season. You handle the only complete line of *professional* insecticides and fungicides for the amateur grower. You reap the benefits from national consumer advertising.

The Niagara Farm and Garden Brand line comes to you in colorful, sales impelling packages, with self merchandising labels that tell how, where and when to use . . . how to mix and apply. These are up-to-the-minute, proved formulations that do the job quickly, effectively to keep your customers coming back for more.

Best of all the Niagara Farm and Garden Brand line is priced to sell and return you a full, generous measure of profit. Write for complete details.

.....Niagara.....

Farm and Garden Brand

NIAGARA CHEMICAL DIVISION
FOOD MACHINERY AND CHEMICAL CORPORATION
Middleport, N. Y.





With the *Higgins*
REG. U.S. PAT. OFF.
LIFETIME Seat you
show this **GUARANTEE**
to clinch the sale!



**POSITIVELY
NO SPLITTING,
CRACKING OR
BREAKING—FOR LIFE!**

Here's why:

- Rugged construction—multiple laminations of hardwood
- Strong waterproof phenolic glue—stands up in all climates
- Two-point suspension brass hinges
- Oversize rubber bumpers with solid brass pins
- Extra-heavy chrome plate on hardware
- Long-lasting bonded finish—black or white
- Engineered for comfort and to fit any standard bowl
- Over three times stronger than ordinary wooden seats—by Pittsburgh Testing Laboratory tests!

Open or closed front models
Individually packed, five cartons
to a master shipping container

- ★ Hardware and Department Stores:
Write for complete details.
- ★ Manufacturers' Representatives:
There are still a few territories
open for representation. Write for
further information.

Another Product of *Higgins*
REG. U.S. PAT. OFF.
INCORPORATED NEW ORLEANS

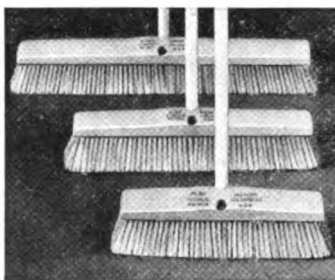
WORLD-FAMOUS BOAT BUILDERS

NEW PUSH BROOMS MAKE ALL OTHERS OBSOLETE



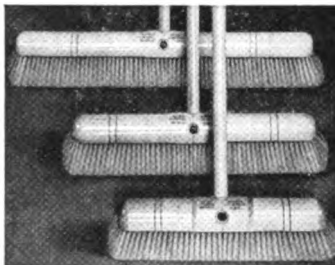
W. N. Modglin

Three years ago our Industrial Products Division started a research project...to develop a new type of pushbroom with synthetic fibres which would be free from all defects of ordinary pushbrooms. Our effort has been successful. These Modglin Perma-push brooms are unquestionably the most efficient and long-wearing pushbrooms ever made. They offer you better sweeping performance and greater maintenance economy than you have ever known.



**MODGLIN PERMA-PUSH
No. 800 Series**

Heavy duty garage broom of unbelievable durability and sweeping qualities. Amber Permene plastic bristles wear "like iron" and retain their spring action for the life of the broom. Available in 14, 18 and 24 inch widths.



**MODGLIN PERMA-PUSH
No. 900 Series**

For office and general use. Three sizes (14 in., 18 in. and 24 in.) are available to meet all maintenance requirements. Bristles are golden-amber colored long-wearing Permene fibre. Will sweep effectively long after old style pushbrooms are completely worn out.



**MODGLIN PERMA-PUSH
No. 1024**

For extra heavy duty industrial and street use. Works equally well on concrete, asphalt, brick, stone and macadam. Resistant to acids, alkalis, petroleum. Will not absorb water. Never becomes soggy, water-logged or matted. Retains "flicking action" at all times. Comes in 14 in., 16 in., 24 in. widths.

MR. HARDWARE DEALER

Learn what these revolutionary new Modglin products can do to pay you faster larger profits from smaller floor space. Write for details including catalogue sheets.

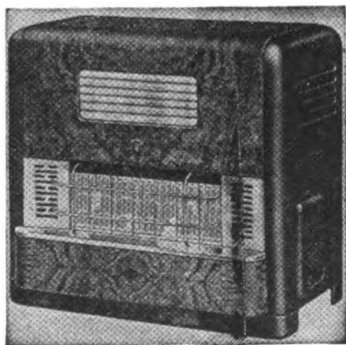
MODGLIN CO., INC.
Los Angeles 65 • New York 1
Chicago 9 • New Orleans 13

Martin

To stimulate fall sales
feature a complete line of

GAS SPACE HEATERS

made by Martin



Model V170

5 Vented Circulators—3 Vented Radiant Circulators—All Vented Models of 50,000 BTU and Over Optional with Fans. Martin Gas Heaters are outstanding in performance, engineering and design. Finished in beautifully grained porcelain, with all-seam welded inner unit, these heaters sell not only because they look so well in the home but because of the long dependable service they give. Besides these Vented Heaters, Martin also manufactures 20 Unvented Models from 10,000 BTU to 50,000 BTU. All Martin Heaters are AGA approved and use Natural, Liquefied and Manufactured gases. Write your jobber or factory for complete, illustrated catalog.



Emblem of
45 Years' Experience

Martin

STAMPING & STOVE CO.
HUNTSVILLE, ALA.

THEY REMEMBER AT HOME --- FORGET IN YOUR STORE!



**LINOLEUM
SEAM AND EDGE BINDING**
GET EXTRA SALES WITH S & W'S
SELF-SELLING DISPLAY!



INDIVIDUAL
12-FT. CARTONS

12 feet of pliant, silvery zinc in each small box . . . pre-shaped, prepunched with nail holes . . . plus all necessary nails. Available also in brass, steel and plastic in 75 ft. rolls.

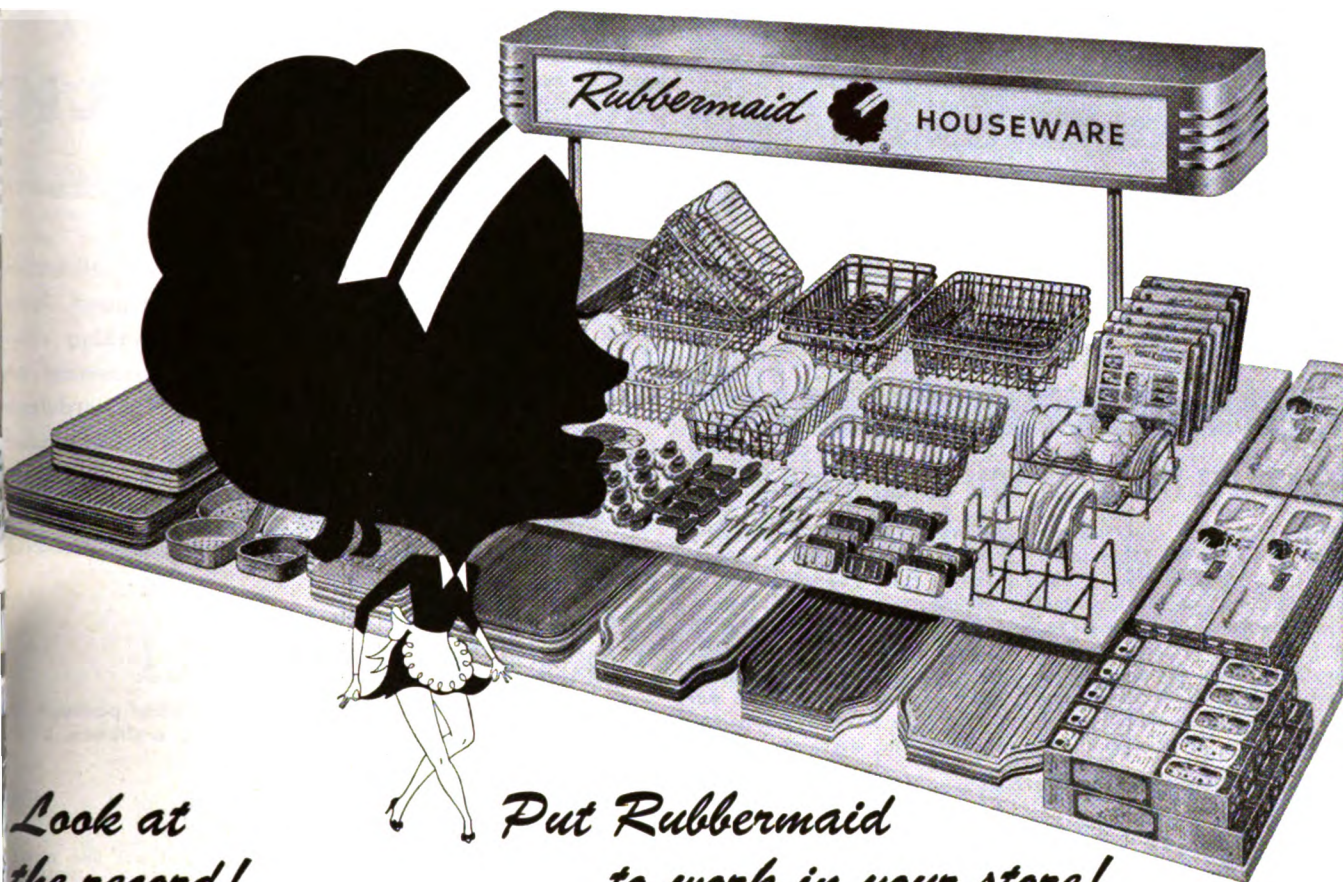
Many a repair job gets neglected because the home owner forgets to make a purchase while in your store . . . and you lose an extra sale! Put the S & W linoleum seam and edge binding displays near your cash register and watch them empty out. No cutting . . . no measuring. The customer pockets the handy box. You ring up the sale!

WRITE FOR PRICES, LITERATURE,
AND JOBBER INFORMATION



S & W MOULDING CO.
980 PARSONS AVE., COLUMBUS, OHIO
ALSO MIRAPLAS WALL TILE AND MASTER MASTIC

One of the **Five top** dollar-volume housewares lines... **Rubbermaid!**



*Look at
the record!*

Dealers all over the country are building big volume profits with Rubbermaid. And the average hardware store has set new Rubbermaid sales records year after year . . . up 56% in 1948, up another 139% in 1949, and up another profitable 110% in the first half of 1950.

Little wonder that Rubbermaid is one of the five top dollar-volume housewares lines in the country. Rubbermaid is so easy to sell and promote. Women want Rubbermaid, and they want to buy it in matching sets. There's nothing else like Rubbermaid.

*Put Rubbermaid
to work in your store!*

Rubbermaid is a sales-tested line that is a basic must in your store. Rubbermaid replaces nothing you now sell . . . and it sells all year round. Rubbermaid is a matching line of kitchen and bathroom items that builds profitable multiple sales. And best of all, 8 out of every 10 of your customers are being pre-sold by consistent, large-space, colorful Rubbermaid ads.

Get your share of these Rubbermaid profits

Stock the complete Rubbermaid line

Display Rubbermaid in your windows and on your front counters

Advertise Rubbermaid in your local newspaper ads

Reorder often to keep your Rubbermaid stocks complete

To get the complete facts on Rubbermaid . . . call your jobber today

Rubbermaid  **HOUSEWARE**

The original . . . complete . . . nationally-advertised line of rubber housewares

THE WOOSTER RUBBER COMPANY • WOOSTER, OHIO

Monarch



SENSO LABELS

SAVE YOU  TIME

AND  MONEY



COMPLETE INFORMATION on all merchandise

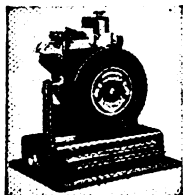
There's no longer any "hard-to-mark" merchandise! Senso labels—a new, improved type of pressure sensitive gummed label that needs no moistening—are revolutionizing the price-marking of metal, glazed and non-porous hardware merchandise. Now all hardware price-marking can be neat, speedy, complete. Each label

or tag can show: season, resource, cost, number or quantity received, selling price—all important for selling, re-ordering or inventory.

Senso is one of 10 kinds of inexpensive Monarch tickets, tags and labels (30 sizes in all) price-marked on a single business machine—the Monarch "Pathfinder" price-marking machine.

Monarch "PATHFINDER" price-marking machine

ONLY **\$42.50***



This sturdy little machine is easily carried from one part of your store to another. Hand-operated, it is easy for anyone to learn. It can save selling time by having every item accurately price-marked. It saves hours of tiresome hand-marking work. Use the handy coupon to get more information about this easier, better price-marking for hardware stores. There's no obligation.

A larger price-marking machine of interest to hardware men is the Monarch "Junior" (hand-operated or motor drive).

FILL OUT, CLIP AND MAIL

THE Monarch MARKING SYSTEM COMPANY

216 South Torrence Street, Dayton 3, Ohio

Please send me, without obligation, complete information on the Monarch "Pathfinder" and the Monarch "Junior" price-marking machines and samples of Monarch tickets, tags and labels.

STORE NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____ HA _____

*Prices quoted are for the U.S. Possessions and Mexico only. State tax, when applicable, extra.

For **SATISFIED CUSTOMERS!**
For **FAST PROFITABLE SALES!**



WEATHERCALK



NOW, Pecora Weathercalk caulking compound, long famous among leading contractors, is rapidly becoming an excellent profit builder for hardware dealers. A superior caulking compound, easier to sell! Available in quarts, one-gallon and five-gallon cans and in the handy one-tenth gallon spouted cartridge for use with the PECORA QUICK-LOADING CAULKING GUN (Illustrated).

PECORA ASBESTOS FURNACE CEMENT

...as resistant to heat as iron itself! A familiar package in constant demand by both home-owners and craftsmen, alike
...A top-quality, top-seller!

PECORA WEATHERTITE ROOF COATINGS

Indispensable for making old roofs look and act like new!

PECORA PLUMBERS PUTTY

Provides an exceptionally excellent non-drying seal.

PECORA SASH PUTTIES AND GLAZING COMPOUNDS

Materials that do a better job—will not crack or dry out!

PECORA PIPE JOINT COMPOUND

Like all Pecora Products—a durable material of best quality.

For Building Materials of Superior Quality, it's



LAWRENCE & VENANGO STS., PHILADELPHIA 40, PA.

Manufacturers of Mastics for Structural Glass or Tile installations . . . Sealing Compounds . . . Glazing Compounds . . . Stove Putties . . . Roof Coatings . . . Industrial Paints and Finishes

SINCE 1862

HARDWARE AGE, NOVEMBER 16, 1950



MR. JOHN H. GREEN, Treasurer, Hardware House, 543 Cedar Lane, Teaneck, New Jersey.



STOCKED TO MEET customer's needs, Mr. Green's hardware store is a model of business efficiency.

"Our new National Sales Register... guides our buying— improves our selling!"

"Our new National Sales Register gives us separate totals of our Departments; separate totals of our Cash, Charge, Received-On-Account, Paid-Out transactions; and separate totals for each of the four cash drawers.

"Having this Department information, we can keep a running retail method of inventory, which is a guide for our department buying.

"By having separate totals of our Cash, Charge, Received-On-Account, and Paid-Out transactions, we are able to control these business records with minimum effort.

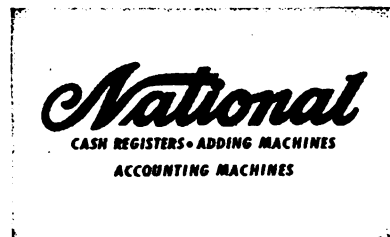
"By having clerk's totals and separate cash drawers, we have friendly competition as to who is the best salesman. And, of course, we can tell who makes mistakes in change.

"An itemized printed receipt is given to each customer. This eliminates mistakes in addition, and also saves the time involved in writing out a sales slip. We would certainly recommend this National System to

anyone desiring better control and more information about his business."

So writes Mr. John H. Green since installing a National Floor Audit Sales Register System in his busy hardware store.

National Floor Audit has many advantages for hardware dealers. It means less money tied up in stock, increased sales, faster turnover, accurate handling of *all* money and records, simplified record keeping, and lower costs. Find out about Floor Audit from your local National representative. Ask him to survey your present methods, and show you how you can increase your profits!



THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

We **DARE** them all

the hardness and flexibility of
PINCOR reel blades and bedknife
cannot be found anywhere else
on the market!

You can beat the blades . . . against concrete or steel—*but you won't nick them!* You can bend them in a 30 degree angle and they'll snap back—without distortion. *Can this be duplicated by any other power mower on the market?*



No, because Pincor uses an exclusive isothermal process that produces a blade of high hardness, while retaining the flexibility of spring steel. Qualities impossible by any other known method of heat treating.

It's the "cash-register-ringingest" sales feature you've ever seen. No fancy gadget—*it's something concrete to tell your customer!* It completely eliminates worry about blades and reel . . . cuts sharpening and maintenance to a minimum.



PINCOR'S out front— **not by claim—but by comparison**

When a product is so obviously better, when it is really possible to demonstrate and *prove* that it's better . . . there's no trick to selling it. And that's the way it is with Pincor mowers . . . by any standard . . . from any angle . . . they're out in front—with *everything*. Why wait . . . **USE THAT COUPON!**

PINCOR PRODUCTS

Manufactured by Pioneer Gen-E-Motor Corporation
 5841 West Dickens Avenue • Chicago 39, Illinois

Power Lawn Mowers • Hand Lawn Mowers • Electric Hedge Trimmers • Gasoline Engines • Electric Generating Plants • Battery Chargers • Generators

Pioneer
 Gen-E-Motor Corporation
 Dept. HA11160
 5841 W. Dickens Ave.
 Chicago, Ill.

Without obligation, send me further information about the Pincor power mowers.

Name.....
 Company.....
 Street and Number.....
 City..... State.....

A BOOMING BUSINESS

... WITH THE
**SAFE BUILDERS
 HARDWARE LINE**

If your school, apartment, hotel, or institutional contract calls for these builders hardware items, why not get the additional profits that are available when you install the Safe quality line.

For complete listings and prices, write for
Catalog No. 19

Manufacturing Over
 700 BUILDERS
 HARDWARE ITEMS

SAFE PADLOCK AND HARDWARE CO.

LANCASTER, PA. U.S.A.



Saves time in locating bolts

This new label, now identifying cartons and packages of Bethlehem Bolts, saves time in store and stock room because it enables you to locate bolts quickly. This is because the information you need—type of bolt, quantity, diameter and length—is printed in large, easy-to-read type, making the possibility of error in handling unlikely. In addition, the attractive red-and-white

label makes a neat, pleasing display on your store shelves.

And what about the bolts identified by this label? They're good bolts in every way. Bethlehem Bolts have the smooth-fitting threads, strong heads and strong shanks that are so much in demand. They're good bolts to offer your customers. Order a supply today from your jobber.

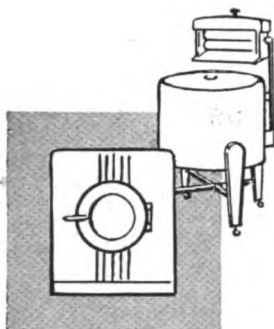
BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by
Bethlehem Pacific Coast Steel Corporation

Export Distributor: Bethlehem Steel Export Corporation

BETHLEHEM BOLTS





**which would you choose
for your kitchen?**



the old

MR. RETAILER:

It will pay you to stock MAGIKAN—a complete line in just four models—less inventory, less tied-up capital—faster turnover—bigger profits!



the new

Put yourself in the shoes of the average consumer. When you look at new housewares or appliances, which catches your eye first, the new streamlined design or the antiquated hang-on models—the new squared washing machine or the old, round tub design? Ten to one the modern design is your first choice. That's why so many thousands of consumers choose MAGIKAN above all others in the step-on container field. Stock MAGIKAN and you offer the most modern line on today's market.

Magikan

The Modern Step-On Container

**Metalcraft Manufacturing
CORPORATION**
(Successors to Binswanger-Henkin Industries)
MEMPHIS, TENNESSEE

A MODERN, EFFICIENT DEEP WELL RECIPROCATING PUMP

**IS ONE OF THE COMPLETE LINE
OF PEERLESS WATER SYSTEMS**



Exterior view of
Peerless Deep Well
Reciprocating Pump
complete with
Fittings and Tank

Deep well pumping economy

FOR FARM, RANCH AND HOME

Here is a most dependable, economical way to lift water from deep wells. It is one of the complete line of reliable, easy-to-sell, profit-making Peerless pumps and water systems that will fill all your customers' needs. Whatever the lift, capacity, method of pumping or pressure required, one of the complete line of Peerless Water Systems will meet your customers' requirements for water under pressure at the turn of the tap. Find out today about the profit possibilities of the Peerless line. There are a host of water system customers in your territory that will see to it that your profit grows when water flows. Write today.

CAPACITIES:
200 to 1900 gallons
per hour

LIFTS:
6" and 9" stroke
for lifts to 1000 feet

MOTOR SIZES:
1/3 to 3 h.p.

PRESSURES:
Up to 40 pounds
and higher

PEERLESS PUMP DIVISION
FOOD MACHINERY AND CHEMICAL CORPORATION

Factories: Los Angeles, California • Indianapolis, Indiana
Offices: New York; Atlanta; Dallas; Fresno; Los Angeles;
Chicago; St. Louis; Phoenix; Plainview, Lubbock, Texas.



FILL ALL YOUR CUSTOMERS' NEEDS WITH

PEERLESS
WATER SYSTEMS
THE COMPLETE LINE

You'll "step up" your ladder sales with Amazing New Alumiladder!

Here's
PROOF!



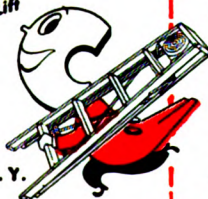
REDdy-Lock

LUMILADDER

by the makers of famous Chromtrim
Easiest to Lock... Lightest to Lift



R. D. WERNER CO., Inc., 295 Fifth Ave., New York 16, N. Y.
In Canada: R. D. Werner Co., Ltd., Oshawa, Ont.



LIGHTERWEIGHT!
Aluminum! Approximately 2 lbs. per foot! A finger lifts it!

SPILL-PROOF PAIL HOLDER!
Concentric ridges on its surface grip paint cans of every size.

RIGID!
Exclusive back-leg assembly prevents side-sway!

STRONGER!
Heat-treated aluminum for hardness! Built to last for years!

NON-SKID!
Ladder can't slip or scratch floors... legs have rubber treads. You can't slip... steps are grooved for greater safety.

MORE ECONOMICAL!
Lowest cost per foot of any quality ladder, wood or metal.

ATTRACTIVE NATURAL FINISH!

RUST-RESISTANT!

EXCLUSIVE REDdy-Lock!
Press pail holder down easily... it's safety locked. Lift it... the ladder's closed.

A SIZE FOR EVERY NEED!

*SIZE AND WEIGHT	
26 in. high,	4 lbs. 15 ozs.
4 ft. high,	8 lbs. 9 ozs.
5 ft. high,	10 lbs. 8 ozs.
6 ft. high,	12 lbs. 8 ozs.

"Imagine! Even I can lock and lift it with only one hand!"

says typical housewife Mrs. Amy Newell, New York City

What Mrs. Newell is saying will soon be echoed by millions all over the country... to your greater profit, if you feature amazing new REDdy-Lock Alumiladder. It's the first ladder, the only ladder, ever to offer your customers the superiority of lightweight aluminum at the low cost of cheaper, less-desirable materials. And it also gives them the biggest line-up of exclusive advantages in ladder history (see above). What's more, of all ladders, only Alumiladder is pre-sold by: 1. the nationally-advertised-and-accepted CHROMTRIM name, 2. a special campaign to 12,000,000 families in BETTER HOMES & GARDENS, AMERICAN HOME, POPULAR SCIENCE, MECHANIX ILLUSTRATED, HOME CRAFTSMAN, POPULAR HOMECRAFT, etc. So ask your jobber to step in and get you set for the big sales step-up with Alumiladder.

FREE! Plan on "How to Step Up Ladder Sales"!

R. D. WERNER CO., Inc., Dept. HA
295 Fifth Avenue, New York 16, N. Y.

Please send me full details on how I may become a REDdy-Lock Alumiladder dealer (including prices, etc.)

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____
JOBBER'S NAME _____

PRACTICAL PLASTIC HOUSEWARES by *Burrite*

that will stimulate your Fall
and Holiday Promotions



... *Burrite sells itself!*

The complete Burrite line—displayed *en masse* in all its rich, sparkling color, with its distinctive styling and fine finishing and detail—is irresistible to today's discriminating woman. She's quick to recognize the usefulness and functional quality of each item. She buys them for herself, for gifts, in sets and ensembles. She buys them *on sight* . . . That's why we say—

DISPLAY BURRITE — IT SELLS ITSELF.

No. 320 FUTURO BEVERAGE SET
2 qt. 4 oz. Pitcher and
six 10 oz. Tumblers,
in gift package.



No. 310 FUTURO SALAD SET
10" bowl, 7" bowl, four
5" bowls, salt & pepper,
in gift package.



No. 313 HANDE PIE & PASTRY
COVERED DISH
No. 313-C COVER ONLY



#123 HANDE PITCHER



#303 FUTURO
SALT & PEPPER



YEAR 'ROUND BEST SELLERS

Each Burrite product is a perfect combination of plastic and design, made to perform its exact function to the best advantage . . . thus creating saleability for each item the year 'round.

Futuro salad and beverage sets perfectly boxed for Christmas giving. CHRISTMAS GIFT TAGS on other select items now being shipped. Instantly removable after Christmas season is over. An exclusive Burrite feature. Order now!

BURROUGHS MFG. CORP.

3831 VERDUGO RD. • LOS ANGELES 65, CALIF.

New York Representative H. G. Salzman, Inc., 1150 Broadway.



#305 FUTURO
10 OZ. TUMBLER

#311 FUTURO
BEVERAGE PITCHER



#304 FUTURO
16 OZ. TUMBLER



#125 HANDE JAR



HANDE FRUIT & SALAD BOWL
#207-11" • #121-9" • #117-5"

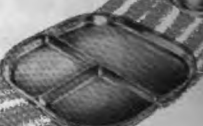


FUTURO FRUIT & SALAD BOWL
#301-10" • #302-7" • #300-5"



#302 FUTURO
10" DIVIDED PLATE

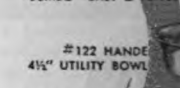
#306 HANDE
BATTER BOWL



#122 HANDE
4 1/2" UTILITY BOWL

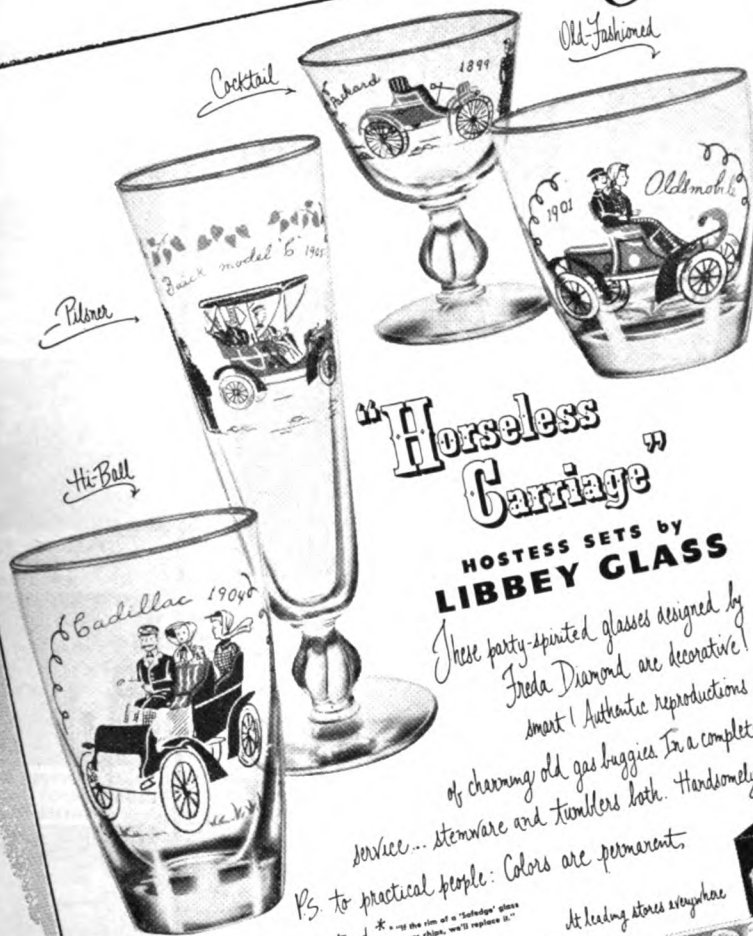


#308 HANDE
JUMBO SALT & PEPPER



It's Really Rolling!... Libbey's new

*Fall
Profit
Promotion*



"Horseless Carriage"

HOSTESS SETS BY
LIBBEY GLASS

These party-spirited glasses designed by Freda Diamond are decorative! witty! smart! Authentic reproductions of charming old gas buggies for a complete drinking service... stemware and tumblers both. Handsomely gift boxed!

P.S. to practical people: Colors are permanent.
Rims are guaranteed.*
*If the rim of a "Safedge" glass ever chips, we'll replace it.

At leading stores everywhere



Set of 4 jiggers
picturing
1902 Studebaker
(last shown)
all prices slightly higher
in the South and West

ADVERTISED IN
LIFE
NOVEMBER 6



New Libbey "advertised in LIFE" display unit—ready for use—features 3 "Horseless Carriage" glasses. It's made of light cardboard, stands 17½ inches high.

Paced by this full-page, full-color advertisement in LIFE, the big "Horseless Carriage" race to glassware counters all over the country is under way. Your customers will want to see this lively new Libbey pattern. Designed by Freda Diamond, the glasses feature authentic reproductions of early motor cars. Each is guaranteed not to chip, too: "A new glass if the rim of a Libbey 'Safedge' glass ever chips!"

Available in eight attractive shapes,

"Horseless Carriage" tumblers and stemware make the ideal Christmas promotion. They're prepackaged 8 of a kind in self-selling Libbey Hostess Set cartons. Tie-in newspaper mats, display units and other selling aids are also ready for use.

Get set for the heavy traffic at your glassware counters... order "Horseless Carriage" now! Contact your near-by Libbey Glass distributor... or write direct to Libbey Glass, P. O. Box 1035-1036, Toledo 1, Ohio.

LIBBEY GLASS *Hostess Sets*

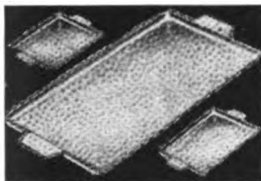
ESTABLISHED 1818

LIBBEY GLASS, Division of Owens-Illinois Glass Company, Toledo 1, Ohio





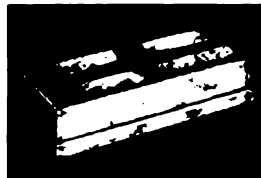
20 PC DINNER SET
PT-874



HAMMERTONE TRAYS
PT-861 LG 14 1/2" x 8 1/2"
PT-862 SM 6 1/2" x 4"



WASTEBASKET
PT-605



TISSUE DISPENSER
PT-410



BABY LOU FEEDING SET
PT-975, CUP PT-959



CLOSPRAY
PT-905

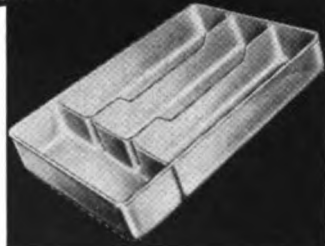


SHORTENING MEASURE
PT-800



FUNNELS
PT-775, PT-780, PT-785

NEW



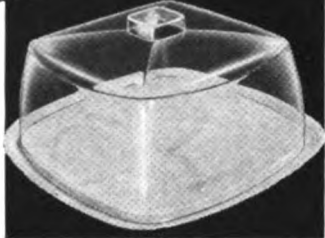
FOUR COMPARTMENT TRAY
PT-840

NEW



FIVE COMPARTMENT TRAY
PT-841

NEW



CAKE PLATE and COVER
PT-802

NEW



NESTED BOWL SET
PT-810

THE INVISIBLE INGREDIENTS, FORESIGHT and INTEGRITY

Two ingredients which cannot be seen, weighed, nor measured are nevertheless molded into every one of these dependable Plas-Tex products... the foresight and the integrity of the manufacturer... foresight to anticipate the preferences of the public, and integrity to make highly competitive products the best way rather than the easiest way! These ingredients cost you nothing, yet are priceless.

PLAS-TEX

Catalog sheets and
price lists
sent upon request

**Immediate
Delivery**



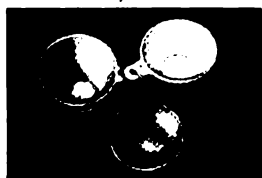
UTILITY BOTTLES
PT-888, PT-889



COCKTAIL SHAKER
PT-894



JUICE BOTTLE
PT-844



MEASURING CUP SET
PT-600



MEASURING PITCHER
PT-895M



BISCUIT & DONUT CUTTER
PT-750



PATIO SET
PT-855



PICNIC PLATE, CUP, TUMBLER
PT-876 PT-885 PT-953



PARTY-SET PT-873
PARTY PLATE PT-878
CUP PT-885



SALT & PEPPER SET PT-890
SUGAR PT-890S, **FLOUR** PT-890F
CHEESE PT-890C



SUGAR BOWL, CREAMER PT-887
PT-886



MUG, 11oz.
PT-866



MEASURING SPOONS
PT-100

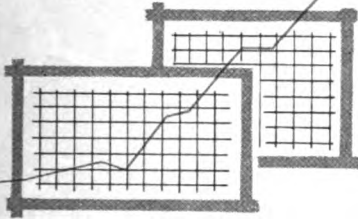


SINK STRAINER
PT-206

THE PLAS-TEX CORPORATION

2525 MILITARY AVENUE · P.O. BOX 12396
LOS ANGELES 64, CALIFORNIA · Cable address TEX-PLAS

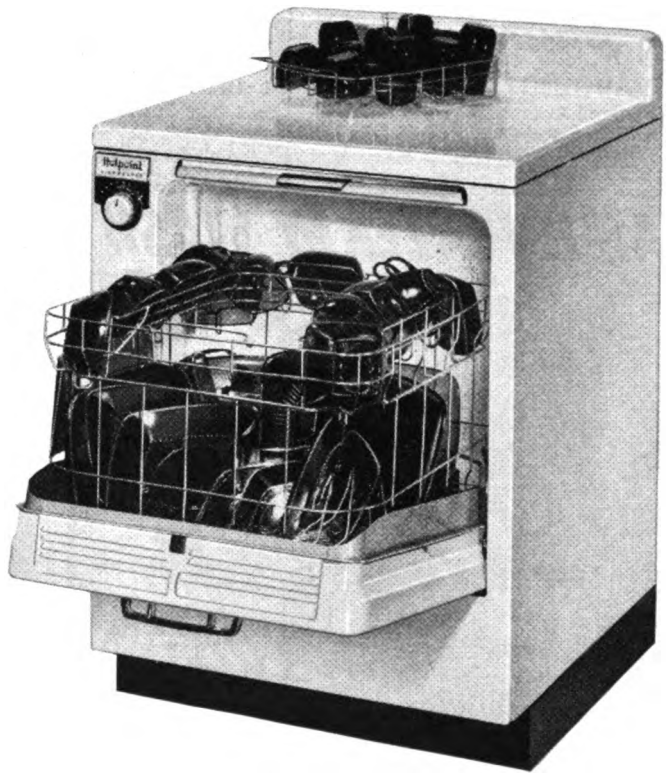
BIGGEST POTENTIAL MARKET IN THE BUSINESS!



- 37 million American homes are prospects for automatic electric dishwashers and less than 2% of the market has been saturated.
- Good Housekeeping Magazine surveys indicate 32.8% of these homemakers are actually *planning to buy* an automatic electric dishwasher now.
- More families are buying Hotpoint dishwashers each week than in our best pre-war year.

HOTPOINT FIRST IN DISHWASHERS!

- ★ **FIRST In Sales** ... Hotpoint's sales of electric automatic dishwashers far exceed those of any other manufacturer.
- ★ **FIRST with Front Opening** ... Hotpoint was the first to offer an automatic dishwasher with front opening—for greater ease in loading—for uninterrupted work surface—for convenient installation under counters or cabinets—for use of overhead, down-rinsing spray.
- ★ **FIRST with Electric-heat Drying** ... Hotpoint was the first to provide electric-heat drying with its forced hot air circulation for faster drying with clean, hot air.
- ★ **FIRST in Customer Demand** ... Hotpoint Automatic Dishwashers rank first among dishwashers wanted most by most people. You can get your share of the profit in this fastest growing appliance market with low investment. The turnover is rapid and there are no trade-ins.



Hotpoint Full-Line Leadership

The Hotpoint line includes every major electric appliance for kitchens and home laundries—each an outstanding leader in its field. Talk to your Hotpoint distributor about the Hotpoint Full-Line Franchise.

Switch to Hotpoint!

**FOR FULL LINE
LEADERSHIP**

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS • WATER HEATERS • CABINETS
FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS

HOTPOINT, Inc.

(A General Electric Affiliate)

5600 W. Taylor St., Chicago 44, Illinois

No. 174-P

a **NATURAL** for
colorful kitchens
by *Vaughan*



"UTILITY"

SAFETY ROLL Can Opener and Bottle
Opener with **RED** plastic handle

● Here's the new Vaughan chrome plated can opener that sells on sight. **Bright red plastic** handle, plus "safety roll" feature, makes it a must for colorful kitchens. Effortless and safe to use, it rolls the edge smooth as it *holds and opens* square, round or oval cans.

Automatic spring adjustment prevents binding or slipping—holds can securely for pouring preheated contents.

Made of heavy gauge steel, brightly chrome plated, with molded plastic handle. Individually boxed. Retail price—59c.

Vaughan

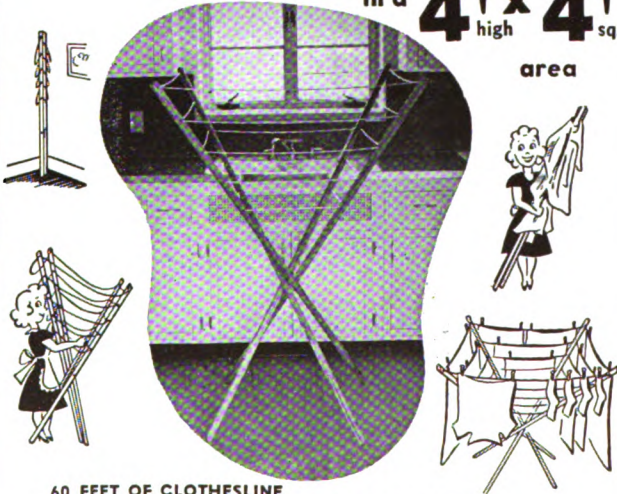
VAUGHAN MFG., CO.
3211 Carroll Avenue • Chicago 24, Ill.
Half-Century of Quality and Service

World's Largest
Manufacturer of
Bottle Openers
and Can Openers

FAMILY WEEKLY WASH

in a **4' x 4'**
high **4'** sq.

area



60 FEET OF CLOTHESLINE

COMPLETELY ASSEMBLED . . . Ready for instant use

FOOT FOR FOOT, holds more clothes than any other dryer

OUTDOORS—May be moved with wash

INDOORS—Dry wash when it's raining outside

FOLDS AWAY! No weather deterioration

LIGHT! Weighs only 5 lbs.

STRONG! Ruggedly built

INDIVIDUALLY PKGD. in corrugated boxes.

REGULAR RETAILER DISCOUNTS—JOBBER SOLICITED

Retail price
only **\$3.98**

Guaranteed

HERBLINE CLOTHESLINE

159 N.W. 20th Street

Miami, Florida

West Coast Distributor—Gale Brokerage Company, 699 Second St., San Francisco, Calif.

YOUR
KEY TO
BETTER
SPICES



"The tape with
the yellow core"

made by

OKONITE

Sold Only Through
Recognized Wholesalers

*Ask for them
by name...*

Panther and Dragon
friction and rubber tapes

BOMMER

A trademark since 1876
presents **"KEILSON"**
MAIL BOXES



GROUP "C" GANG

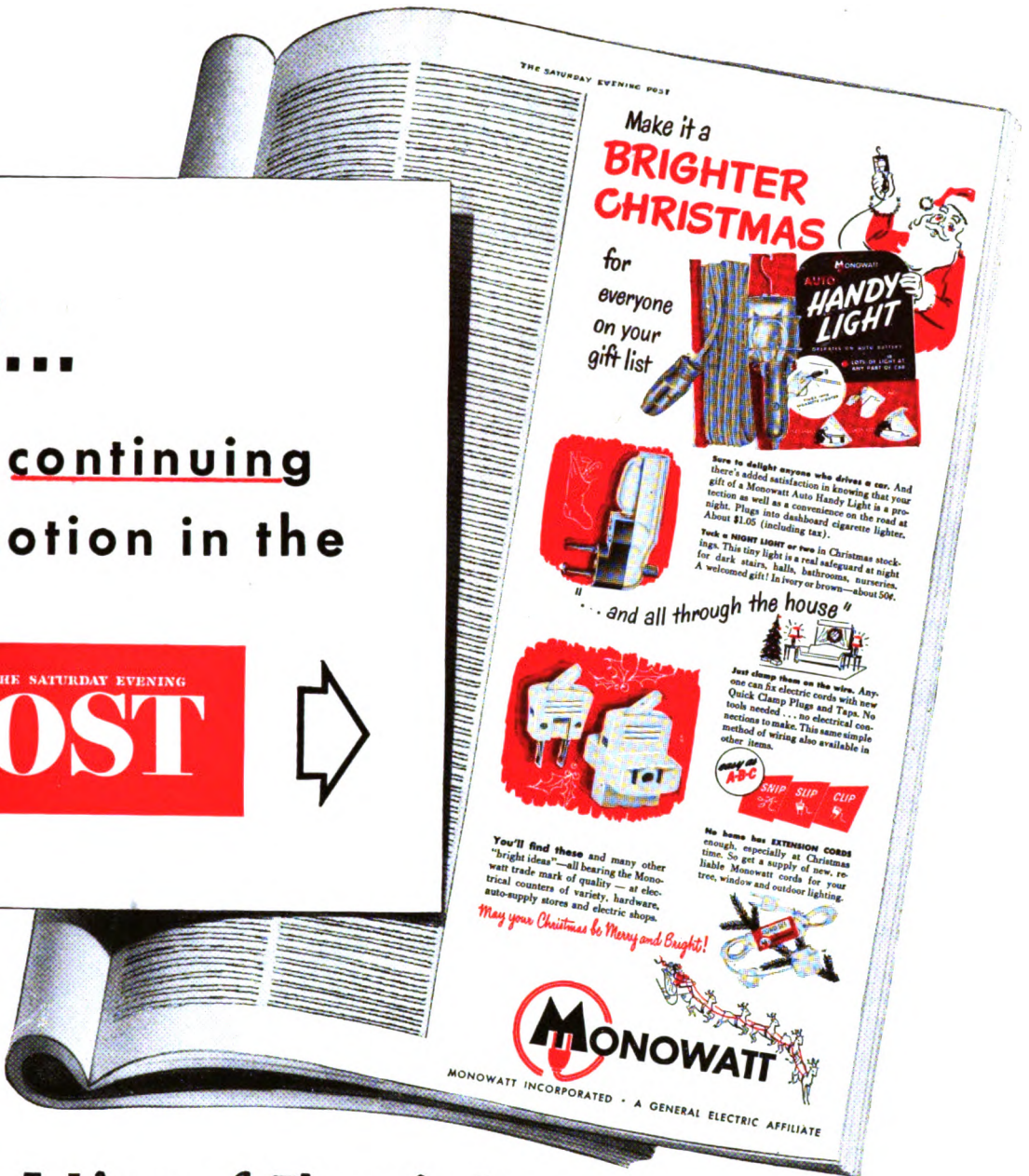
BOMMER SPRING HINGE CO. Inc.

BROOKLYN 5, NEW YORK

CHICAGO SALES OFFICE: 180 N. WACKER DRIVE

Now...

with continuing
promotion in the



**Your No. 1 Line of Electric Items
becomes easier than ever to sell!**

Make Your Christmas Sales Picture Really BRIGHT • ORDER NOW
... ORDER ENOUGH of the fast-moving items millions of Americans
are going to see (and want) in the Dec. 9th issue of the POST.



- ★ **AUTO HANDY LIGHTS**
- ★ **NIGHT LIGHTS**
- ★ **QUICK CLAMP PLUGS
AND TAPS**
- ★ **EXTENSION CORDS**

MONOWATT INCORPORATED • A GENERAL ELECTRIC AFFILIATE • PROVIDENCE 7, R.
HARDWARE AGE, NOVEMBER 16, 1950

Enthusiastic!



That's the only way to describe the tackle dealer who has seen the 1951 H-I line. Never, in our hundred-and-thirty-eight-year history, have we known such a reception for *any* tackle line.

We knew, when we introduced the line last August, that it offered dealers (and fishermen) the best values ever. But we didn't anticipate such an immediate and sensational acceptance by you dealers. Our new numbers — including H-I POWER GLASS rods (40 different models in a wide price range)—have aroused more interest among dealers than even we'd expected. Better merchandise, at air prices, is the answer, of course.

SEE IT

... if your H-I man hasn't already given you a preview. He'll be giving an advance showing of the H-I line in your town soon. Don't miss it!



HORROCKS-IBBOTSON CO.

UTICA, NEW YORK

Manufacturers of the Largest Line of Fishing Tackle in the World

**You Can Fill
EVERY KNIFE NEED
from the**

Line

Tree Brand blades take and hold razor keen edges ... they're keeping cash registers busy from coast to coast ... their reputation sells 'em on sight. Ask your jobber to show you the line. It's complete from pen knives to sheath knives.

The Brand that sells itself.

H. BOKER & CO., INC.

Established 1837

Quality for over a Century

101 Duane Street

New York 7, N.Y.



WOW The Kids with gala new mid-century **Columbia** Bikes! **BUILT**



R-5 Super-Equipped
Five Star Superb Motobike

Display this terrific Mid-Century Columbia-Built beauty in your store window and see for yourself how these and the many other big improvements turn shoppers into buyers!

Flashing new chrome! Gay new colors! Sensational new features galore! The new Mid-Century Columbia-Built are the most exciting new bicycles of the year with everything a red-blooded youngster could want. All the famous Columbia-Built construction features, too, including the patented new 18" Therm-O-Matic Frames that make these bikes the parent's choice for safety.

**THE WESTFIELD MANUFACTURING COMPANY
WESTFIELD, MASSACHUSETTS**



NEW "SWEEP-BACK" TANK, built above and below top bar, with forward chrome connector strip. A triumph in modern design.



NEW CHROME TRUSS RODS with decorative ivory plastic tips—ON BETTER MODELS WITHOUT SPRING FORK.



NEW CHROME AND ENAMEL SPRING FORK adds eye appeal, sales appeal to these great Mid-Century Models.



NEW FULL LENGTH FULL PROTECTION CHAIN GUARD with "sweepback" trim to match tank. Attractive star decals.



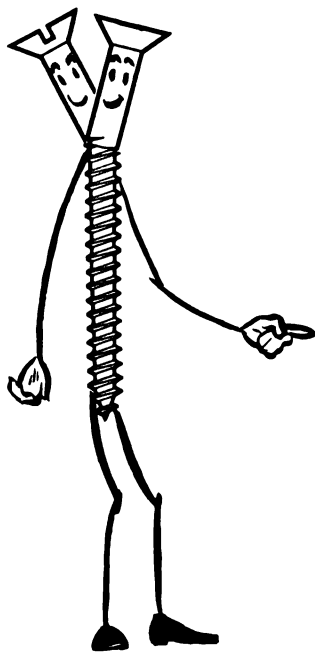
NEW SUPER CARRIER has chrome tubular brace rods with plastic tips and built-in triple action electric light. Contains tail light, automatic stop signal and reflectors.



NEW STREAMLINER HEADLIGHT with rocket fins adds to racy looks of front assembly.



COLUMBIA AND COLUMBIA-BUILT BICYCLES · "SINCE 1877... AMERICA'S FIRST BICYCLE"



*In this business
you gotta have
two heads!*

SOUTHERN WOOD SCREWS

come with slotted or Phillips heads

You handle a complete line of wood screws when you sell Southern. For Southern screws are furnished with either slotted or Phillips heads, in a wide range of sizes from $\frac{1}{4}$ " No. 2 to 4" No. 20 in steel and 4" No. 16 in brass. Southern supplies specially lubricated screws for hard woods.

The finest materials available go into Southern screws . . . high grade extruded brass wire or top quality selected sulphur steel wire. Modern manufacturing methods and a unique inspection routine assure you absolutely uniform and perfect screws.

Southern screws are expertly packed for easy handling and stocking. Investigate the Southern line.

Write today for our attractive new catalogue.

FACTORY WAREHOUSES

4100 Dell Avenue
North Bergen, N. J.
325 West Ohio Street
Chicago 10, Illinois
280 Decatur, S. E.
Atlanta, Georgia

SOUTHERN

SCREW COMPANY

STATESVILLE, NORTH CAROLINA

There's
**GOOD
PROFIT**
in SELLING

McKAY
Engineered
CHAIN

More and more dealers are making *more sales and profits* by selling McKay "Engineered" Chain. And with good reasons!

McKay is the one line that meets every customer's complete requirements for chain whether it's for farm, home or shop. It's chain with a "recognized" name in the buyer's mind because chances are he's used the famous McKay Tire Chains on his car or truck. Chain is priced right, too, so that your customers receive full value for their dollar and you get a fair share of profit.

Order and display McKay "Engineered" Chains now.

McKAY CHAIN FOR EVERY USE



• for Farm . . .

Cow Ties • Trace Chains • Well Chain • Log Chain • Passing Link Chain • Halter Chains • Wagon Chains • Breast Chains • Tie-Out Chains • and many others.



• for Home . . .

Twist Link Machine Chain • Victor Pattern Coil Chain • Sash Chain • Repair Links • Tow Chains • Tire Chains • Jack Chains • and many others.



• for Shop . . .

McK-Alloy Chain • Hi-Test Chain • Sling Chain • BBB Coil Chain • Iron Dredge Chain • Hoisting Chain • and many others.

WRITE TODAY FOR COMPLETE DETAILS

Ask for Data Sheet on the new McKay "Silent Salesman" and the full line of McKay Chains.

THE McKAY COMPANY

440 McKAY BUILDING • PITTSBURGH 22, PA.

- McKay Metal-Fil
- McKay-Rod Electrodes
- Tire Chains



- Mild and Stainless Welding Electrodes
- Industrial and Commercial Chain

New DRILL SETS



No. 14—Wood Boring Drill Set—
packaged in protective wood tray.



Sturdy Drill Set—High Speed Steel
—shown in durable canvas con-
tainer—mounted on Masonite
display board (available
with order for 10 sets).

IN 3 POPULAR SETS
For Home Workshop, Farm or Factory
No. S-13 1/16" to 1/4" inclusive by 64ths. 13 drills
No. S-11 1/16" to 3/8" inclusive by 32nds. 11 drills
No. S-8 1/16" to 1/2" inclusive by 16ths. 8 drills

Especially Designed for Rugged Service in Electric Hand Drills

Sturdy Drill Sets—of High Speed Steel—especially built to withstand the shock and strain of Electric Hand Drill use. Adequate length for normal portable tool use—attractively priced. Utility packaged in protective heavy canvas case that may be rolled or folded and carried in the pocket. Set #S-13—13 High Speed Drills, 1/16" to 1/4" by 64ths; Set #S-11—11 High Speed Drills, 1/16" to 3/8" by 32nds; Set #S-8—8 High Speed Drills, 1/16" to 1/2" by 16ths.

Wood Boring Drill Set, No. 14—Built to deliver maxi-

mum efficiency in 1/4-inch Electric Hand Drills. New, improved design—these drills produce unusually smooth holes—cooler running—faster chip disposal—diminish stalling on "break thru", tempered to prevent damage on contact with metal. Attractively priced. Set consists of 5 drills—1/4" to 1/2" by 16ths—all with 1/4-inch round shanks. These sets of Shield Brand Tools are first quality, 100% inspected. They provide new convenience and new value for drill users.

STANDARD TOOL Co.

CLEVELAND 4, OHIO

New York • Detroit • Chicago



THE STANDARD LINE: Drills • Reamers • Taps • Dies • Milling Cutters • End Mills • Hobs • Counterbores • Special Tools

The 3rd of 3 PARKER Hack Saw Exclusives



Locks The Blade in Place

When you point out to your customers the famous, exclusive features of a Parker Hack Saw — "Stud-Fast" patented one piece end and stud; and the Forged Ends — add another one, Parker's new

"Loc-Klip". Standard equipment on all Parker H-40, H-60, H-80 and H-100 Hack Saws, "Loc-Klip" firmly locks the blade in place at the front, even when the saw drops on the floor or strikes some other hard surface.

When a Parker Saw is shipped, you KNOW that it's going to arrive fully assembled. Yet a blade is just as easy to change as ever, and on a secured stud.

Make the most of these Parker exclusive features—built in for greater dealer profit and customer satisfaction.

*Patent Pending

Buy the **Parker** Line

PARKER MANUFACTURING CO.
WORCESTER 1, MASS., U. S. A.
and **ACKERMANN-STEFFAN DIVISION**
Manufacturer of Famous Trojan Coping, Jig and Jewelers' Saw Blades



— nationally known
for quality



— nationally advertised
to boost your sales

There are two good reasons for stocking Accurate Tapes. One — they're nationally known for quality and have been for over a quarter century. Two — national advertising reaches tape users everywhere, keeps them out in front in tape sales year after year. Added up, they mean more tape sales, bigger tape profits for dealers who display Accurate Friction and Rubber Tapes. Start cashing in on the big demand, now.



**PROMINENTLY —
DISPLAY THEM
ACCURATE TAPES
SELL THEMSELVES!**

Warehouse stocks and agents strategically located throughout the nation. For name of representative nearest you and a copy of the new illustrated Accurate catalog, write **ACCURATE MANUFACTURING COMPANY, GARFIELD, NEW JERSEY.**

IF IT'S TAPE... IT WILL PAY YOU TO MAKE SURE


IT'S

ACCURATE TAPE



NEW
CATALOG H1
 Get your copy today!




• The symbol above represents the Hardware series of drills, reamers and screw extractors backed up by the  trademark. They are the identical high quality tools that have been first choice in America's leading metalworking plants for more than 74 years.

28-PAGE BOOK offers a large selection of fast-selling tools

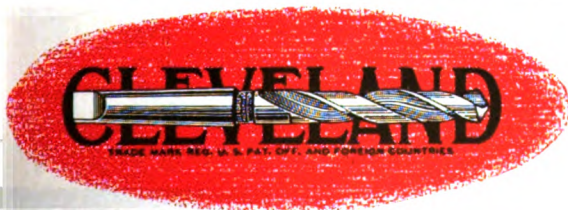
It's new . . . and it's packed with illustrations and descriptions of *Cleveland* tools that are in greatest demand by hobbyists, home-owners, handymen, farmers, electricians, mechanics, repairmen.

You will be interested not only in the single drills, reamers and screw extractors, but also in the compact and convenient sets. There is a wide variety of sets for every type of customer, attractively

packaged in wood, plastic or metal containers. Displayed on your counter or in your window, they give you quick, profitable sales.

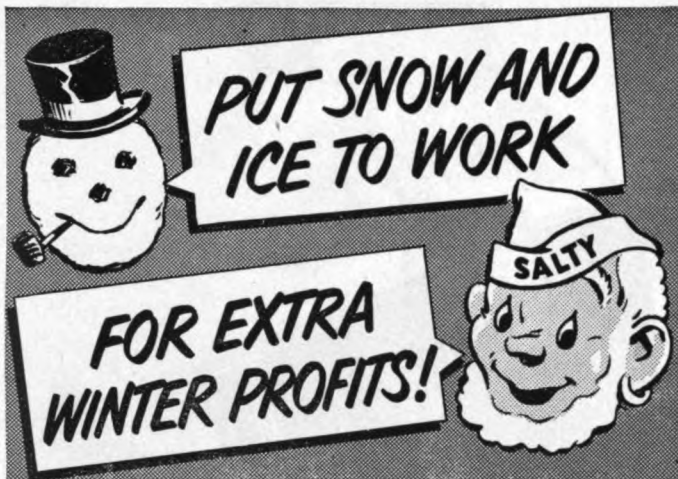
For three-quarters of a century the  trademark has stood for highest quality. When you stock *Cleveland* Tools you are offering your customers the best.

Ask your Jobber for your copy of the handy Catalog H1, or write to our nearest Stockroom.



THE CLEVELAND TWIST DRILL CO.
 1242 East 49th Street Cleveland 14, Ohio
 Stockrooms: New York 7 • Detroit 2 • Chicago 6 • Dallas 1 • San Francisco 5
 Los Angeles 58 • London W. 3, England

CLEVELAND JOBBERS EVERYWHERE ARE READY TO SERVE YOU



Stock and Display

STERLING

AUGER-ACTION ROCK SALT

To Make Snow and Ice Removal Easy-QUICK!

● Your customers will take a tip from America's leading Highway Commissions who clear our roads. They'll want STERLING Auger-Action ROCK SALT for melting and loosening ice and snow. And they'll want to carry a bag of STERLING Auger-Action ROCK SALT in their cars to free wheels when they get stuck.



CASH IN ON THIS DEMAND
BUILD DISPLAYS LIKE THIS

DISPLAY 100-lb. bags
with snow shovels and
ice scrapers!

DISPLAY 10-lb. bags
with skid chains and
snow tires!

WEATHER REPORTS FEATURE STERLING ROCK SALT
ON 30 POWERFUL RADIO STATIONS EVERY TIME IT STORMS.

AND FOR QUICK, VOLUME PROFITS contact local apartment houses, banks, office buildings, schools, etc. Sterling Auger-Action Rock Salt gives them clear, safe driveways, sidewalks, and steps at low cost. Added profits for you!

DON'T DELAY!
ORDER NOW!

In bales of six 10-lb. bags
or 100-lb. bags.

STERLING AUGER ACTION ROCK SALT

International Salt Company, Inc., Scranton, Pa.

Feature

THESE 2 NEW TYPES OF

R-V-LITE

All-Purpose WINDOW MATERIALS



BRAND NEW!

No. 700-W has no rival! Positively new and different from anything on the market! 4 x 4 mesh of rustproof aluminum! Feather-light yet sturdy! Full transparency! High ultra violet ray transmission! A fast-growing favorite for hot and cold bed frames, chick house windows, etc. where its light weight plus tensile strength are most useful.



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No. 800-CW is rolling up volume sales to contractors and industrial users for partitions, temporary windows, windbreaks and scaffold protection. Made of 14 x 14 mesh, coated with tough TENITE. Ideal for heavy duty uses such as doors and windows in farm animal buildings, sheds and basements, skylights and storm insulation for barns and equipment shelters. Available in 2 widths to make sales easier: 36" and 28" wide.

Use your 8-ROLL CAPACITY
DISPENSING DISPLAY FLOOR FIXTURE
to help you sell all 6 types of R-V-LITE
Available at nominal cost with Special
R-V-LITE ASSORTMENT R-V 550-D



Exclusive Manufacturers of R-V-LITE

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2 Brilliant New Counter Displays **TO SUPERCHARGE YOUR SALES** of **SIMONDS** Hacksaw and Pulpwood Blades, Crosscuts, Files, Bits and Shanks



Send for Catalog Sheets
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This Xmas Suggest the gift that...

- ★ they can only buy from you
- ★ means more profit for you
- ★ helps create future customers for you

**THE GIFT THAT'S ALWAYS
PRECISELY RIGHT**

MORE THAN 10 Million MEN AND BOYS WANT Starrett TOOLS

The 10 million readers of *Popular Mechanics*, *Popular Science* and *Mechanix Illustrated* know just what they want for Xmas. They've been reading about Starrett Tools all year with this special ad in the December issue to serve as an added reminder.

Make sure they get their wish by suggesting Starrett Tools to every shopper and by featuring Starrett Tools in your Xmas ads and displays. It will pay you in profitable Xmas sales plus added year 'round business to let 'em know you're headquarters for Starrett Tools... the tools that are always dependable... the gift that's always precisely right.

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Dial Indicators • Steel Tapes • Hacksaws • Band Saws
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This advertisement
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December issues of
Popular Mechanics,
Popular Science, and
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Stock... Sell... Display
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FOR EXTRA XMAS SALES... FOR YEAR
'ROUND VOLUME AND PROFIT

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You're missing a bet if you are selling glass only for glazing windows. You can pick up some nice business, at a good profit, by selling glass tops for furniture. Women like them, but often don't know where to buy them.

You can get this kind of business with little or no investment. Get this free L·O·F counter card and you're ready to start.

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measurements or a paper pattern furnished by the customer. Or, if you have edging equipment and prefer to cut the glass yourself, all you need is an adequate stock of the easier-cutting, easier-selling L·O·F Glass—the kind with the famous, nationally-advertised L·O·F label.

Just fill in the handy coupon and mail it to your nearest L·O·F distributor. No obligation, of course. Libbey-Owens-Ford Glass Company, 14115 Nicholas Building, Toledo 3, Ohio.



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Please send me the L·O·F Counter Card
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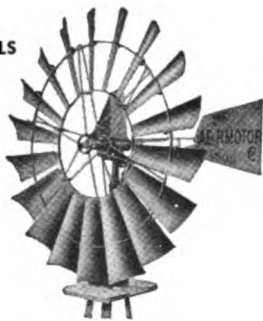
COMPANY NAME _____
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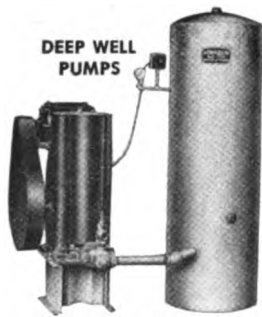
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WINDMILLS



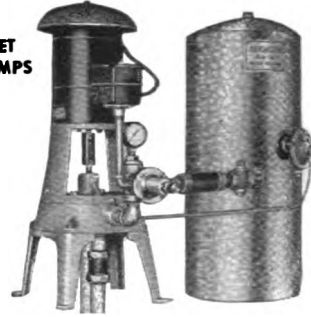
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PUT IN A WATER SYSTEM DEPARTMENT AND CASH IN ON HIGH DOLLAR VOLUME SALES

Display Aermotor water pumping equipment in your store and reap new profits. Farmers, home owners want running water. They know abundant water puts weight on meat animals, increases farm production, makes housework

easier. Now they have accumulated savings to buy water systems. So sell them dependable, inexpensive Aermotor pumping systems. Large dollar-volume items that net you a handsome profit.

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Farmers know from past experience they can rely on your recommendations. Show them the wide range of Aermotor sizes, the dollar-saving features of Aermotor water systems. Backed by manufacturers estab-

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This heavy duty tractor clevis is just one of more than 100 different Moline Clevises

Be ready for business with a good stock of MOLINE clevises!

When the heat is on—and farmers are busy—they want service fast. That's why it's good business to have a stock of Moline clevises on hand. You can take care of their needs at once—and win customers. With Moline clevises you are giving your customers high quality, strong clevises and at a satisfactory price. Be ready—order yours today.

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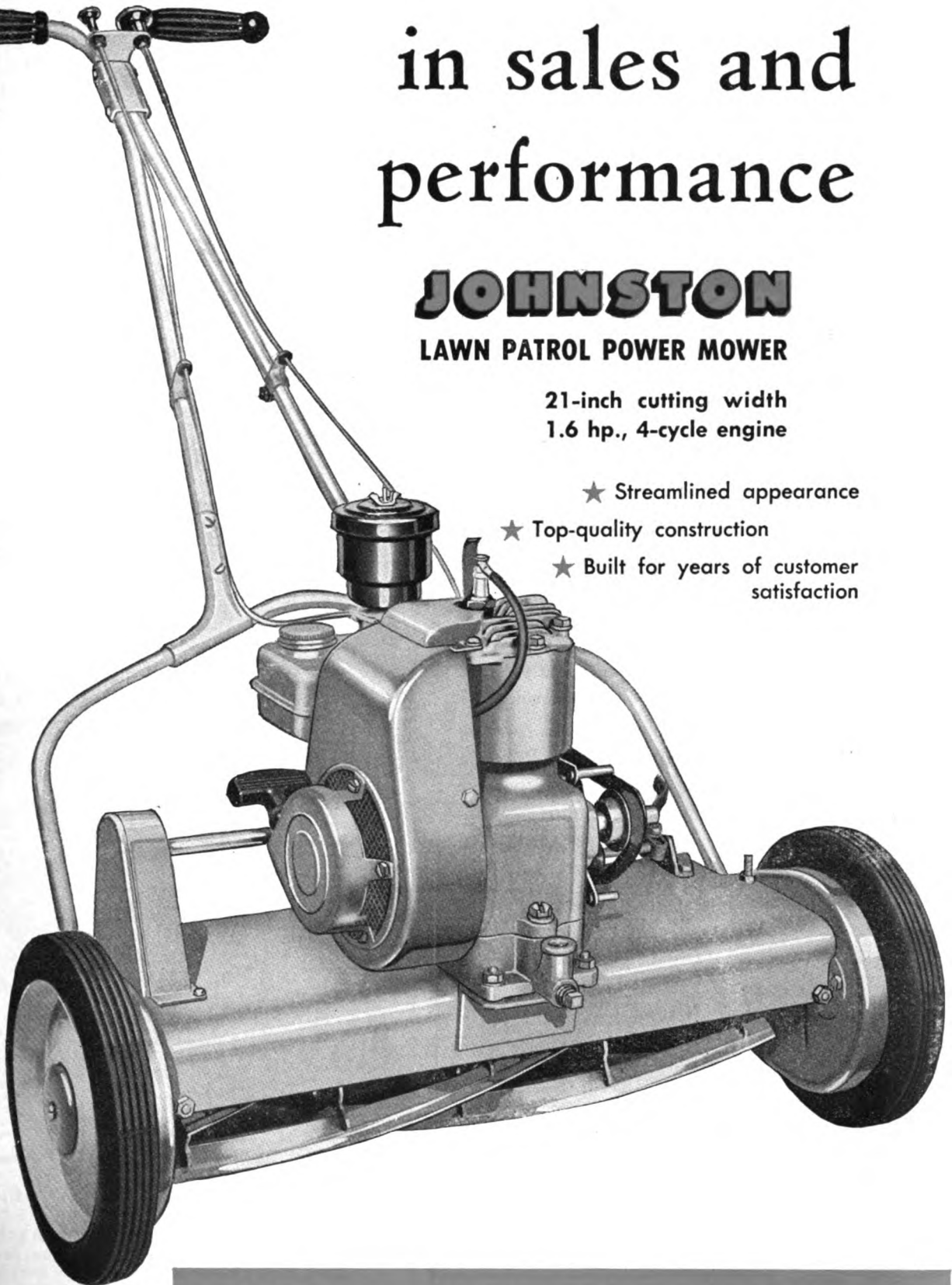
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21-inch cutting width
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BULL DOG . . . the Friction Tape that Selis Itself . . .
has the widest consumer acceptance and demand.

Users have found that no other tape has such dependably high tensile strength . . . superior adhesion . . . consistent, non-ravelling quality . . . and positive resistance to aging, both on the roll and in use.

Buy **BULL DOG . . . the Friction Tape** that will never gather dust on your shelves. Get in touch with your local distributor — *Today!*



**CASH IN on the Extra
Volume with BULL DOG
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Sells out fast because of its all-out quality! Strong, elastic, and high in insulation against electricity and water. Vulcanizes into tight, water-tight joint. Every **BULL DOG** Friction Tape customer is a prospect . . . suggest it and display it!



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**Display BULL DOG in its
Sales-Boosting, Space-
Saving Containers!**

Attractive Counter Display takes minimum space. Comes packed No. 1 with 16 or 32; No. 2 with 12 or 24 individual cellophane wrapped cartons. Other selections available. Check with your distributor.

LUBRIPLATE

The white, clean, semi-fluid lubricant
that stays put!



The finest lubricant there is for:
Sports Equipment: Guns, Fishing
Reels, Outboard Motors, etc.

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Mowers, Casement Windows, Elec-
tric Fans, Tools, Children's Toys,
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**It's better
because—**

- 1 LUBRIPLATE is semi-fluid—applies easily, but does not run off. Neither does it harden or gum up.
- 2 LUBRIPLATE is white and clean . . . nicer to work with, no dirty hands . . . housewives particularly like this feature.
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- 4 LUBRIPLATE prevents friction and wear because of its remarkable film strength. Stops rust and corrosion because of its exclusive protective properties.

NOT AN OLD
FASHIONED OIL THAT
RUNS OFF AND
GETS GUMMY!

**3
Handy
Sizes!**

ATTRACTIVELY PACKAGED
IN COUNTER DISPLAY
CARTONS

"B" Tube Display
6x2 1/2 x 7 1/2 inches



"A" TUBE

5/8 x 3 1/2 inches,
for hunters and
fishermen. 1 doz.
or 3 doz. to
counter display
carton.

"B" TUBE

1 x 6 inches, for
general house-
hold and sport-
ing uses. 1 doz
to counter dis-
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2 x 8 inches,
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CHROMTRIM CREATES CUSTOMERS for you. Throughout the year the R. D. Werner Company keeps over 900,000 MI families in a buying mood by showing them the many fine ways Chromtrim can be used. Cash in on this growing demand . . . get the attractive Chromtrim display stand from your distributor. The many MI readers in your neighborhood will be looking for it.

Streamline Your Bathroom!



Build this Vanity Hamper!

It's simple to dress up your bath with this vanity hamper ledge. "Trim-It-Yourself" with Chromtrim aluminum and stainless moldings. Send 10¢ for Bathroom Plan and 16-page full-color, project-packed home-modernizing booklet, "Trim Ideas".

Chromtrim is easy to apply, easy to buy . . . in shapes to fit any material. Install on granite, Carrara, in the x-ray-stripped jackets.

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MEMO

**Take a Tip from Anne Baxter
Put "Home-Utility" on your
Christmas Gift List!**

HOM-UTILITY 14" ELECTRIC DRILL (\$19.95) is an ideal "all-around" drill for wood, metal, plastic. Also drives many handy attachments for sanding, polishing, grinding, cleaning. Compact, light, shaped to fit in the hand.

HOM-UTILITY 14" DRILL KIT (\$39.95) is packed with your Chromtrim with 16 1/2" 1/2" 1/2" 7/8" 1" 1 1/8" 1 1/2" 1 3/4" 2" 2 1/2" 3" 3 1/2" 4" 4 1/2" 5" 5 1/2" 6" 6 1/2" 7" 7 1/2" 8" 8 1/2" 9" 9 1/2" 10" 10 1/2" 11" 11 1/2" 12" 12 1/2" 13" 13 1/2" 14" 14 1/2" 15" 15 1/2" 16" 16 1/2" 17" 17 1/2" 18" 18 1/2" 19" 19 1/2" 20" 20 1/2" 21" 21 1/2" 22" 22 1/2" 23" 23 1/2" 24" 24 1/2" 25" 25 1/2" 26" 26 1/2" 27" 27 1/2" 28" 28 1/2" 29" 29 1/2" 30" 30 1/2" 31" 31 1/2" 32" 32 1/2" 33" 33 1/2" 34" 34 1/2" 35" 35 1/2" 36" 36 1/2" 37" 37 1/2" 38" 38 1/2" 39" 39 1/2" 40" 40 1/2" 41" 41 1/2" 42" 42 1/2" 43" 43 1/2" 44" 44 1/2" 45" 45 1/2" 46" 46 1/2" 47" 47 1/2" 48" 48 1/2" 49" 49 1/2" 50" 50 1/2" 51" 51 1/2" 52" 52 1/2" 53" 53 1/2" 54" 54 1/2" 55" 55 1/2" 56" 56 1/2" 57" 57 1/2" 58" 58 1/2" 59" 59 1/2" 60" 60 1/2" 61" 61 1/2" 62" 62 1/2" 63" 63 1/2" 64" 64 1/2" 65" 65 1/2" 66" 66 1/2" 67" 67 1/2" 68" 68 1/2" 69" 69 1/2" 70" 70 1/2" 71" 71 1/2" 72" 72 1/2" 73" 73 1/2" 74" 74 1/2" 75" 75 1/2" 76" 76 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Give You...

- Greater Profits • Faster Turnover
- Satisfied Customers • Repeat Sales

ONE SOURCE FOR
ALL NEEDS — Buy all your
masonry tools from
Goldblatt — one order,
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Easy, convenient.

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DISCOUNTS — Goldblatt sells
direct to dealers — is able to
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masonry tools and equipment.

Goldblatt Tool Co.

1920 Walnut St.

Kansas City 8, Mo.

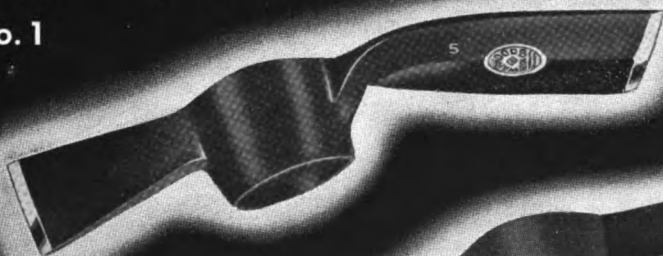


FIRST CHOICE OF THE TRADE FOR 65 YEARS

AS GOOD AS THEY LOOK

Cutter Mattock

No. 1



WARWOOD WORKMANSHIP
MAKES THE DIFFERENCE



*Railroad or Clay
Pick No. 30*

Yes, not only are
Warwood Tools attractive and
well finished, but they are prop-
erly designed to do the job,
durable and long wearing.
When you sell Warwood Tools
... you sell the finest of
forged tools.

TOOLS FOR

GENERAL CONSTRUCTION
AGRICULTURE AND GARDENING
MINING AND INDUSTRY
RAILROAD TRACK MAINTENANCE



WARWOOD TOOL COMPANY • *Wheeling, West Virginia*

It's Profitable FROM BOTH SIDES OF THE COUNTER... **CHANNELLOCK**

Made only by
CHAMPION DEARMENT



When you sell Channellock pliers you profit—but, so does your customer . . . to an even greater extent. He gets more than a pair of pliers, he gets the benefit of the labors of skilled craftsmen—of a company, which for nearly 3/4 of a century has been producing highest quality tools. Channellock pliers will give him longer service because of their outstanding features—No Wear On The Joint Bolt, Longer Service, Greater Strength, Closely Spaced Adjustments—and because they are made by Champion DeArment. You sell Channellock Pliers proudly—you know that your customers can find none better. And remember—Only Champion DeArment makes Channellock.

CHAMPION DEARMENT TOOL CO. • Meadville, Pa.

Send for Catalog D1 Today.



Channellock pliers are listed in the Yellow Pages of most Telephone Directories under "Tools"

Only

CHAMPION DEARMENT makes

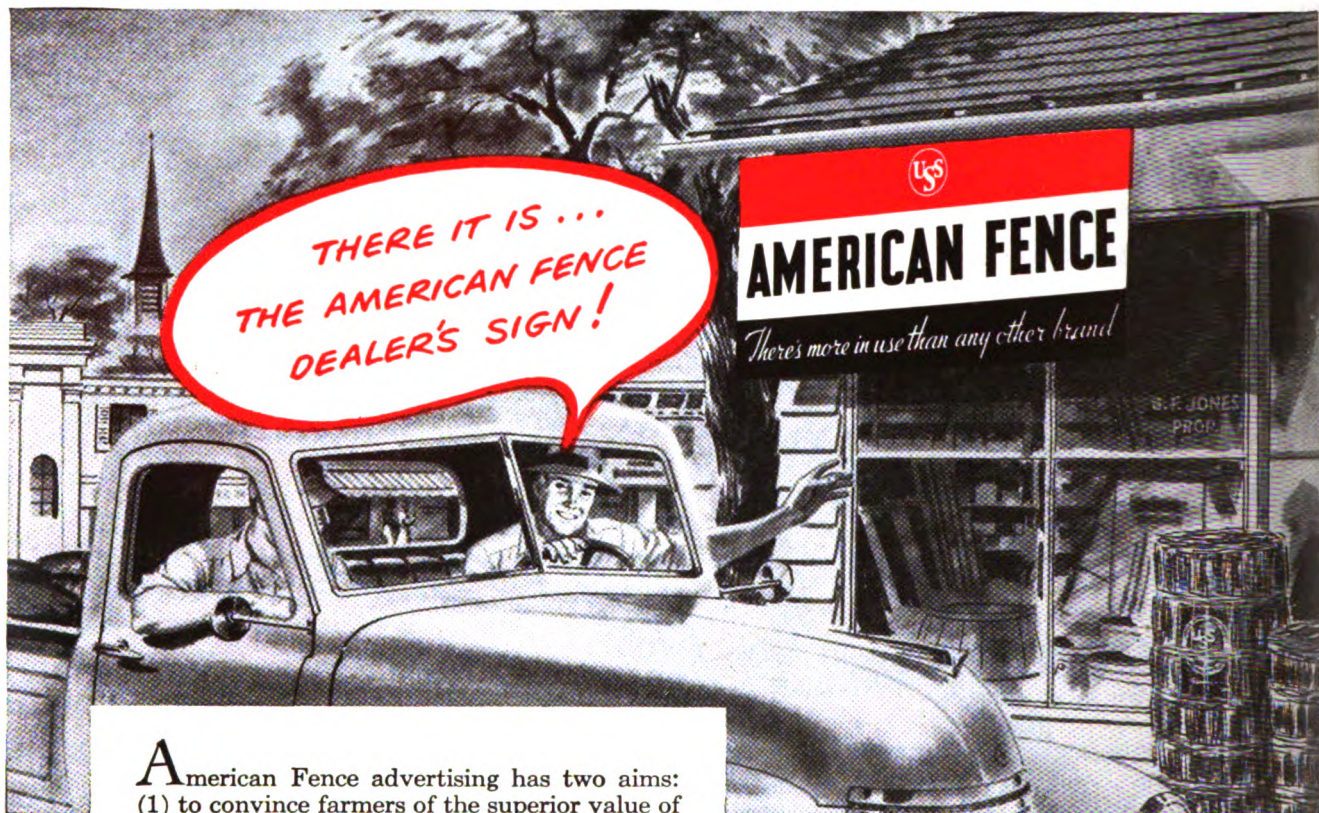
CHAN NEL LOCK

TRADE MARK REG.

U. S. PATENT OFFICE



U·S·S American Fence advertising pays off in your store!

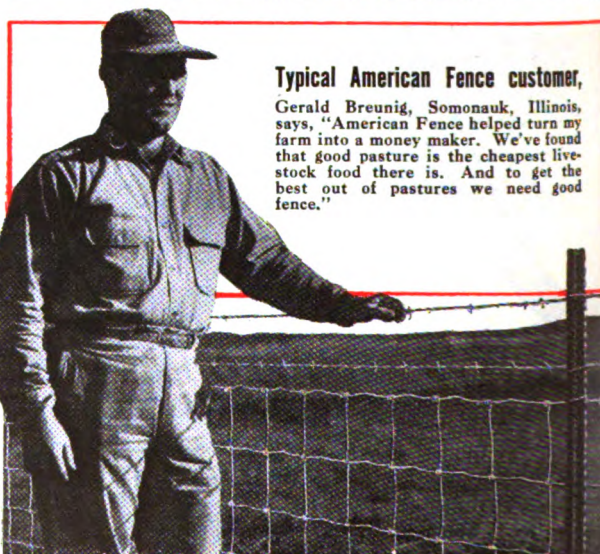


American Fence advertising has two aims: (1) to convince farmers of the superior value of American Fence (2) to get them to come to the dealer's store.

This year our campaign is bigger than ever with total advertising impressions reaching the sum of 59,750,000. Leading farm magazines carrying the campaign include Country Gentleman, Successful Farming, Capper's Farmer, Hoard's Dairyman and many state farm papers.

In addition to strong national advertising, our dealers get plenty of direct-mail literature, catalogs and "give-away" manuals to help promote sales. If you use local radio, we'll gladly send you strong-selling fence commercials to use on your program.

If you are not now handling U·S·S American Fence, Barbed Wire, Poultry Netting, and other U·S·S Products, write to the American Steel and Wire Company, 408 Rockefeller Building, Cleveland 13, Ohio. Farmers buy more American Fence than any other brand . . . and you might as well profit from this popularity.



AMERICAN STEEL & WIRE COMPANY, GENERAL OFFICES: CLEVELAND, OHIO • COLUMBIA STEEL COMPANY, SAN FRANCISCO
TENNESSEE COAL, IRON & RAILROAD COMPANY, BIRMINGHAM • UNITED STATES STEEL EXPORT COMPANY, NEW YORK



There's more AMERICAN FENCE in use than any other brand.

AMERICAN FENCE

UNITED STATES STEEL

'COLOR DYNAMICS brings in 30% of new paint business!'

-says large Pittsburgh dealer
in Pontiac, Michigan



Elmer H. Reynolds



Gordon E. Reynolds, son

PONTIAC GLASS COMPANY
GLASS, MIRRORS, PAINTS, BRUSHES
Pittsburgh Paint Products
STORE FRONT CONSTRUCTION—WINDSHIELDS AND BODY GLASS
23 WEST LAWRENCE STREET
PONTIAC 15, MICH.

TELEPHONE 6441

January 26, 1950

FRANK C. REYNOLDS
ELMER H. REYNOLDS

Pittsburgh Plate Glass Company,
6045 Hamilton Avenue,
Detroit, Mich.

Attention: Mr. A. J. Roche.

Dear Sir:

We have always been enthusiastic about Pittsburgh's "Color Dynamics" book and after seeing the 1950 edition we are more "sold" than ever that this book will continue to bring in new customers for Pittsburgh paint. In fact, we realize that this attractive book is the all-important tie-in between Pittsburgh's national advertising and our store; at least thirty per cent of our new business can be attributed to "Color Dynamics".

When you have been a Pittsburgh paint dealer for twenty-seven years, as we have, with three generations of the Reynolds family interested in the paint business, the growth of Pittsburgh's national advertising program through the years may be fully appreciated.

During that time, too, it has been a great pleasure to all of us at the Pontiac Glass Company to sell such a high quality paint as Pittsburgh's; also a pleasure to do business with such grand people as you contact in the Pittsburgh organization. The consistently fine quality of their products has not only brought a flood of new customers but has been directly responsible for our holding older customers, some for 15, 20 or 25 years! What more convincing testimonial can there be for a paint product?

Yours truly,

PONTIAC GLASS COMPANY

Elmer H. Reynolds
Gordon E. Reynolds

c.o. W.B. Jinnett

EVERY DAY, straight across America, the big swing is to Pittsburgh Paints because of the growing recognition among home-owners that they paint *right* with COLOR DYNAMICS and paint *best* with Pittsburgh Paints.

No other paint manufacturer can match the advantages in performance and service which Pittsburgh Paints give to dealer and consumer alike.

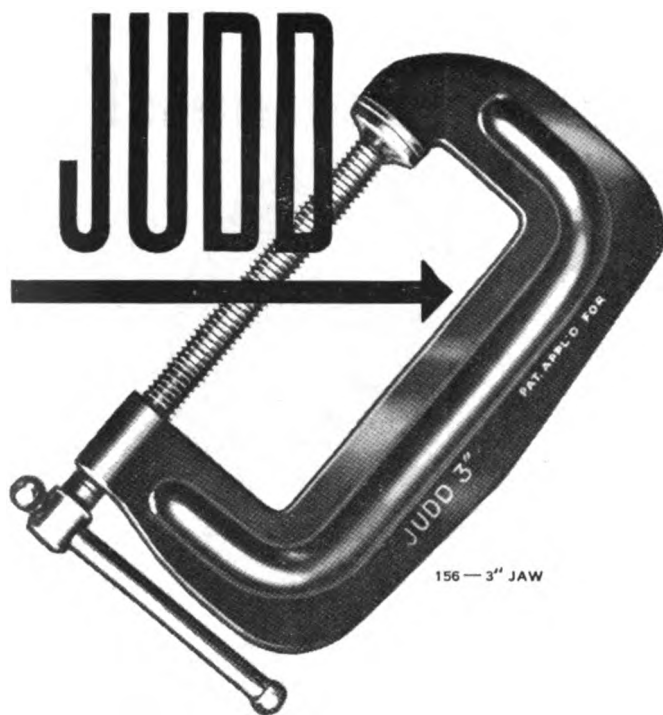
Now is the time to cash in on the constant flood of advertising and sales promotion which is causing the demand for Pittsburgh Paints to rise to new records everywhere. Investigate the possibility of selling Pittsburgh Paints in your community. For complete details, wire, write or phone Pittsburgh Plate Glass Company, Paint Division, PO-149, Pittsburgh 22, Pennsylvania.



PITTSBURGH PAINTS

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

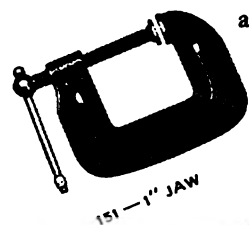


WROUGHT STEEL CLAMPS

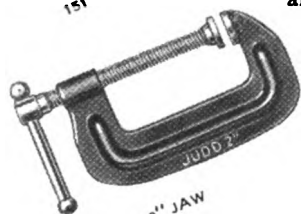
The name of Judd on a clamp is your assurance of the ultimate in clamp value. Your customers know it . . . have for generations. They're household pets in all sizes. The business parts of Judd clamps are all flame red wrought steel. They stand the gaff.

Bars and screws of polished steel to doll them up. Carry plenty of Judd clamps in stock.

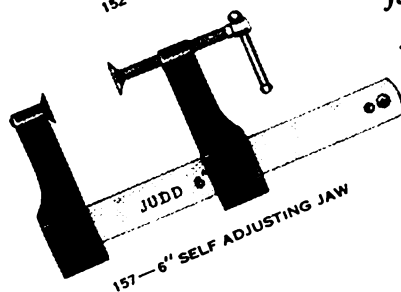
Just a suggestion . . . Judd clamps make a good promotion item . . . and they display well.



151—1" JAW



152—2" JAW



157—6" SELF ADJUSTING JAW

H. L. JUDD COMPANY
WALLINGFORD • CONN.

87 CHAMBERS STREET, NEW YORK 7

KLEIN PLIERS



Since 1857



**FOR MEN
WHO
DEMAND**

*highest
quality*

Anyone who knows and appreciates quality in tools recognizes that Klein Pliers are the finest that can be purchased.

Many inferior pliers cost as much or almost as much as Kleins. Your customers will appreciate the extra quality they receive in genuine Klein Pliers—the plus service these tools render.

Klein Pliers are available in a wide range of sizes and types. Be sure you have a stock of these more popular styles on hand for your customers who appreciate the best.

Distributed Through Jobbers
Foreign Distributor:
International Standard Electric Corp.,
New York

The New Klein Catalog giving full information on the complete Klein line will be sent on request.



No. 20I



No. 242



No. 203

Mathias KLEIN & Sons
Established 1857
Chicago, Ill., U.S.A.
3200 BELMONT AVENUE, CHICAGO 18, ILLINOIS

STANDARDS and SPECIALS by the Millions

THE FERRY CAP & SET SCREW CO.
2155 SCRANTON ROAD • • • CLEVELAND 13, OHIO



"SHINYHEADS"

America's Best Looking Cap Screw
Made of high carbon steel — AISI C-1038 — to standards for Full Finished hexagon head cap screws — bright finish. Heads machined top and bottom. Hexagon faces clean cut, smooth and true, mirror finish. Tensile strength 95,000-110,000 p.s.i. Carried in stock.



"HI-CARBS"

Heat Treated Black Satin Finish
Made of high carbon steel — AISI C-1038. Furnished with black satin finish due to double heat treatment. Hexagon heads die made, not machined. Points machine turned; flat and chamfered. Tensile strength 130,000-160,000 p.s.i. Carried in stock.



"LO-CARBS"

Made of AISI C-1018 steel — bright finish. For use where heat treatment is not required and where ordinary hexagon heads are satisfactory. Hexagon heads die made to size — not machined. Points machine turned. Tensile strength 75,000-95,000 p.s.i. Carried in stock.

SET SCREWS

Square head and headless — cup point. Case hardened. Expertly made by the pioneers in producing Cup Point Set Screws by the cold upset process. Cup points machine turned. Carried in stock.



FILLISTER CAP SCREWS

Heads completely machined top and bottom. Milled slots — less burrs. Flat and chamfered machined point. Carried in stock.

FLAT HEAD CAP SCREWS

Heads completely machined top and bottom. Milled slots — less burrs. Flat and chamfered machined point. Carried in stock.



"SHINYLAND" STUDS

All studs made steam-tight on tap end unless otherwise specified, with flat and chamfered machined point. Nut end, oval point. Land between threads shiny, bright, mirror finish. Carried in stock.

ADJUSTING SCREWS

Valve tappet adjusting screws — Hexagon head style — to blue print specifications — hexagon head hard; polished if specified — threads soft to close tolerance — points machine turned; flat and chamfered.



CONNECTING ROD BOLTS

Made of alloy steel — heat treated — threads rolled or cut — finished to extremely close thread and body tolerances — body ground where specified. Expertly made by the pioneers in producing connecting rod bolts by the cold upset process.

SPRING BOLTS

Case hardened to proper depth and ground to close tolerances. Thread end annealed. Supplied in various head shapes, with oil holes and grooves of different kinds, and flats accurately milled.



FERRY PATENTED ACORN NUTS

For ornamental purposes. Steel insert — steel covered. Finish: plain, zinc plated, cadmium plated. Size: 9/16", 3/4", 15/16" across the flats.

Tapped 1/4" to 3/4" inclusive. Cross section of Ferry patented acorn nut, showing how steel hexagon nut fits snugly into shell.



STANDARDS

carried by
LEADING
DISTRIBUTORS

* SPECIALS

furnished to
BLUE PRINT
SPECIFICATIONS

**WRITE FOR
INFORMATION**

SEND FOR SAMPLES

Pioneers and Recognized Specialists, Cold Upset Screw Products since 1907

The World's Finest Locks

ARE OF PIN-TUMBLER DESIGN



Pin-tumbler security has been combined with economy, in the Kwikset "400" Line Locksets, making possible top-quality locks at rock-bottom prices. Architects prefer Kwikset's simplicity and beauty of design. Builders and contractors appreciate the economy of Kwikset's fast, easy installation. Wholesalers, Jobbers and Dealers cash in on Kwikset's low cost and fast turnover. Everyone deserves Kwikset's precision construction with high quality materials that results in such amazing durability.*

Whether you need one lock or thousands, investigate

Kwikset's "400" Line pin-tumbler Locksets thoroughly before you buy. *Remember, every Kwikset Lockset is unconditionally guaranteed.*

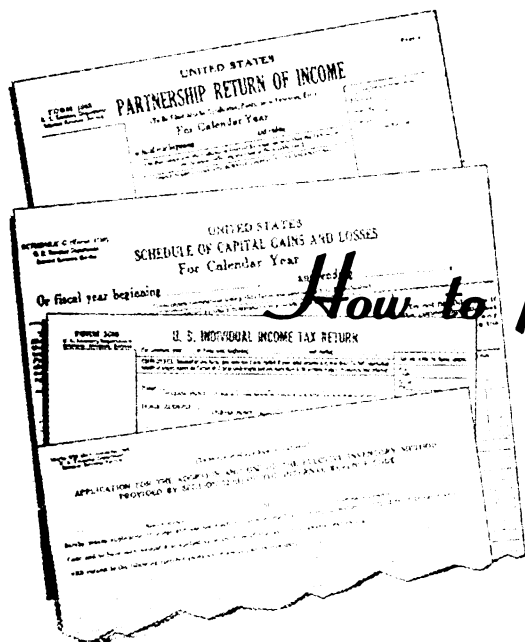
IMPORTANT: Kwikset Locks, Inc. *will soon be in production of their new "600" Line 6-pin tumbler cylindrical Locksets, of all steel and brass construction. Send for your copy of the new, colorfully illustrated catalog, giving full details of this new Kwikset Lock.*

*Random selected Kwikset Locksets were subjected to wear tests equivalent to 100 years of hard, everyday usage on our specially designed testing machine. Every lock functioned perfectly at the end of the test.

Kwikset Sales and Service Company

DEPT. K-11 • ANAHEIM, CALIFORNIA





How to Plan for

Tax Savings

Sound tax planning is as vital as sound sales planning, and it can mean money in your pocket. Here are some helpful suggestions on steps you should take in preparation for the higher tax rates.

By **EVERETT J. MANN, CPA**
Associate Professor of Accounting,
Duke University
Durham, N. C.

TODAY'S alert hardware dealer can never be without the consciousness that every move he makes is fraught with possible tax consequences. Planning for the receipt of income and the disbursement of expenses has become one of the important operational problems of a businessman today.

Tax planning is not an easy task. It requires a considerable amount of hard work and thinking, but the rewards that come from sound tax planning are

just as tangible as the rewards that come from sound merchandising programs.

Shifting legislative tides and unpredictable current events may cause the best tax plans to become obsolete.

An example of this occurred during June 1950 with the outbreak of the Korean War. Overnight the need for billions of additional revenue became apparent. Instead of a July bill lowering taxes, there was a September bill that added substantial

increases as of October 1 to individual and corporate income tax bills.

As far as can be foreseen now, the higher rates applicable to the last quarter of 1950 will be applicable to all of 1951, with the strong possibility that corporations will also be faced with an excess profits tax.


The second imponderable in tax planning is the attempt to foresee the amount of 1951 profits. Unless one can accurately gauge future profits, the mere fact that tax rates will be higher in 1951 is meaningless. Even though tax rates may go higher, if profits are lower in 1951, it probably will mean less taxes to be paid.

Although conditions will vary


Checklist of Tax Saving Suggestions

(See text for complete details)


Personal Income

- 
- 1—Defer large contributions to 1951
 - 2—Delay medical expenses until 1951 if possible
 - 3—Take capital gains

Business Income

- 
- 1—Push all possible merchandise sales into 1950
 - 2—Encourage customers to anticipate 1951 needs by buying in 1950
 - 3—Defer repairs and redecorating until 1951

Corporation Planning

- 
- 1—Pay officers' bonuses in 1950
 - 2—Disburse dividends in 1950
 - 3—Study possible tax economies of a split-up into two or more corporations
 - 4—Remember, taxes rise sharply after first \$25,000 profit.

between localities, a state of semi-war or full war preparedness cannot help but mean overall good business conditions. In centers of defense production, it is almost certain to mean booming business in all types of activity. In more stable towns, hardware profits probably will be good if for no other reason than that goods will be scarce.

Scarce goods mean maintenance of profit margins, and may further mean that profits will be higher even though sales volume is lower. This is a situation with which any merchant who has gone through the war and immediate postwar years is familiar.

1950 vs. 1951 Income

Assuming that one accepts the premise that 1951 profits will be as good or better than 1950 profits, what is the best way to plan

tax strategy? A broad objective would be to attempt to pick up all possible income during the remainder of 1950 and to put any deferrable expenses over into 1951.

This procedure should avoid the higher surtax brackets in 1951 while putting all possible income into 1950 where it will be taxed at lower rates. A discussion of methods to achieve this end breaks down into separate discussions as to how best to handle income for a sole proprietor or a partnership, and how best for a corporation to plan its income and expenses.

As of October 1, 1950, new individual income tax rates will go into effect. The effect of these will be to raise by approximately 15 pct the tax rates in effect up to September 30, 1950. Barring the possibility of all out war during 1951, the probability is

that the new rates will remain in effect during the next year.

In computing 1950 income tax liabilities, three quarters of 1950 income will be figured at 1950 rates while one quarter of this year's income will be at 1951 rates.

The new 1951 rates will go back to the rates in effect during 1945, the last year of the war. There are two important changes which have been added to the revenue laws since 1945 which will not be changed.

The first of these is the privilege of income splitting between husbands and wives whereby the husband is allowed to divide his income in half, attributing half to his wife, and thus compute his tax on one-half of his income. The amount of tax so computed is doubled, and that is the tax to be paid. For married taxpayers with incomes over \$3,600, this usually results in a tax saving.

The second change left undisturbed in the new law is the amount of exemption available for taxpayers and their dependents. The specific exemption under the 1945 act was \$500 per individual; this was subsequently altered to \$600 and is not changed in 1951. The net result of these changes is that 1951 taxes will be somewhat, though not greatly different from those that prevailed at the close of World War II.

Specifically, then, how will 1950 individual income taxes compare with those of 1951. It is not the purpose of this article to go into detailed comparisons, but estimated comparisons of a few sample incomes, net after deductions and exemptions for dependents, are given in Table I.

As a general statement, it may be said that 1951 taxes will be up about 15 pct over 1950 taxes, with some variation one way or the other, depending on the size of the individual's income.

If, then, you expect your 1951 income to be about the same as 1950, what can you do to minimize your income taxes? First, it would appear good business to push all possible merchandise sales into 1950.

Perhaps you can persuade some of your customers, particularly the larger ones, to do a little forward buying in 1950 against 1951 needs. Buying in

1950 for reasonably anticipated inventory needs in 1951 might be sound strategy on their part, before the multitude of present wage rises is felt in later price increases.

The same reasoning, in reverse, will apply to 1950 expenses. Were you planning needed repairs, or perhaps redecoration, of your store in 1950? If so, defer these items of expense to 1951. They will cost you less net after taxes in 1951 than they would in 1950. Items of a capital nature, such as new counters and store additions will do you no good. Items of major improvement such as these are *capital assets* and must be *depreciated* over a period of years rather than *expensed* in the year they are added.

Personal Tax Planning

Some of the same principles applicable to business tax planning are pertinent to individual tax planning as well. Items that are deductible by individuals, regardless of whether they are

wise to take the optional standard deduction this year, keeping contributions and medical expenses at a minimum. Then, in 1951, build up your personal deductions as much as possible.

Make that big gift you were planning to your favorite charity.

Pay up that pledge to the church building fund or to whichever community project you undertook to support. Usually, when a building fund drive is on, contributors are asked to make their payments in installments over a period of years. Taxwise, you might be better advised to make the payment all in one year to get the benefit of lower income taxes.

Your doctor or dentist might not like to wait until 1951 to have you pay his bill, but if you wait you might be able to build up a medical deduction in 1951 if your medical expenses exceed 5 pct of your net income. If it is possible to delay paying interest on personal loans or mortgages until 1951, it would similarly appear wise to do so.

held for less than six months.

Thus, if you are selling for a profit, make sure you have held the security for more than six months, or the tax collector may get an unreasonable share of your profits. Contrariwise, if you are selling securities at a loss, you will be well advised to sell those that have been held for less than six months, for you will get a deduction for the full amount of your loss (or \$1,000, whichever is less), as against only one-half of an allowable loss on securities owned for more than six months.

Periodically, Congress talks of raising the rates on long term capital gains. If inflationary forces get out of hand in the future with a resultant rise in stock market and real estate prices, this might be done. At present, we cannot act on the possibility of this happening but must plan as though today's law on capital gains will be tomorrow's.

For hardware dealers who are operating their businesses as corporations, there are several

Table I
How Much Income Tax
Will You Pay?

Estimates based on individual net income, after deductions and exemptions

Taxable Income	Married		Single	
	1951	1950	1951	1950
\$ 8,000	\$1,680	\$1,498	\$1,960	\$1,769
10,000	2,200	1,972	2,640	2,387
12,000	2,720	2,445	3,400	3,079
14,000	3,320	3,041	4,260	3,862

Table II
How Much Corporation Tax
Will You Pay?

A comparison of estimated tax payments under present and proposed tax rates

Net Income	Old 1950 Tax	New 1950 Tax	1951 Tax
\$ 5,000	\$ 1,050	\$ 1,150	\$ 1,250
15,000	3,350	3,450	3,750
25,000	5,750	5,750	6,250
50,000	19,000	16,250	17,500

engaged in a trade or business are such things as contributions to recognized charities, mortgage interest, taxes on personal real estate, medical expenses, etc.

If an individual does not choose to itemize these, he is entitled to take instead an *optional standard deduction*. The optional standard deduction, in lieu of itemized deductions, amounts to 10 pct of taxable income, or \$1,000, whichever is less.

How can the optional standard deduction be used to advantage?

For some people, it might be

Do you own securities which you have been considering selling because you have some good profits?

If you are a married man with an income in excess of \$36,000, it probably will not make much difference whether you sell them this year or next. If your income is less than this, you will probably save taxes if you sell them this year. Most people are familiar with the rule that capital gains profits on securities held over six months are taxed only at one-half the ordinary income tax rates. A full tax must be paid on profits on securities

significant changes whose net result actually may mean a tax saving. Since these rates have been made retroactive to January 1, 1950, for calendar year corporations, a clearcut comparison may be made between the old and new 1950 rates and the 1951 rates as follows, as shown in Table II.

The old provision whereby corporate income between the amounts of \$25,000 and \$50,000 was taxed at 53 pct has been softened. In 1950, income in this bracket will be taxed at 42 pct, while in 1951 the rate will rise to 45 pct. During 1950, the first

\$25,000 of income will be taxed at a flat 23 pct; in 1951 it will be taxed at 25 pct. Nevertheless, as a matter of prudent corporate tax planning, it would seem desirable to hold income below \$25,000, if possible.

Some suggestions for doing this, such as making needed repairs, redecorating, etc., were discussed under individual and partnership planning. In corporate tax planning, there is the additional relief afforded through the payment of additional officers' salaries to minimize payment of high corporate taxes.

A nice division between income remaining in the corporation and salaries paid to officers is possible with the aid of a little forethought and study as between individual and corporate tax rates. A good deal of balancing of possible results may be necessary, but it is a labor that may mean tax savings.

The question of "reasonableness" of officers' salaries must always be kept in mind, and ways of establishing "reasonableness" of compensation were discussed in an earlier issue of **HARDWARE AGE**.*

If your corporation is short of cash, because of increased inventory requirements, consider the possibility of compensating your officers with capital stock of your corporation. Instead of having cash, the officers will have additional corporate stock. If your corporation has additional shares of stock outstanding, there might be the further salutary advantage of strengthening its general credit rating.

Another possibility for the payment of salaries is through the use of negotiable notes of the corporation. Pay officers with demand or fixed maturity notes which can be discounted by a bank. Payment with this type of note is generally the equivalent of payment in cash.

If your corporation customarily pays dividends, it might be wise to consider the payment of an extra dividend at the end of this year. Individuals who receive the dividends will probably pay less individual tax on them than if they were paid in 1951.

Although it is to be hoped that very few corporations will suffer 1950 losses, it is significant to note that the law has

been changed with respect to 1950 and future losses.

Formerly, a loss in any one year had to be carried back and offset against income taxed two years before. A refund then would be claimed. If any loss later remained, it could be carried forward two more years into the future. This, in effect, gave a five-year period in which a loss could be utilized.

The 1950 law changes this. Losses are now carried back *one* year and may be carried forward *five* years, giving a seven-year period over which losses may be utilized. This new provision should be of particular interest to newly organized corporations that might operate at a loss for three or four years.

Under the old law, deductions

might be lost to such a corporation; under the new law, the newly - formed corporation is given a more equitable treatment. This provision means that when a new business is organized, a corporation might have advantages to recommend it that formerly were found only in a sole proprietorship or a partnership.

There is one additional provision in the new law which will be of interest as a matter of fiscal planning. The government is speeding up corporate tax collections. Formerly, a corporation was allowed to pay its taxes in four equal installments, each equal to 25 pct of the tax.

In 1951, the first two tax installments must amount to 30

(Continued on page 126)

Christmas Display Caught the Eye

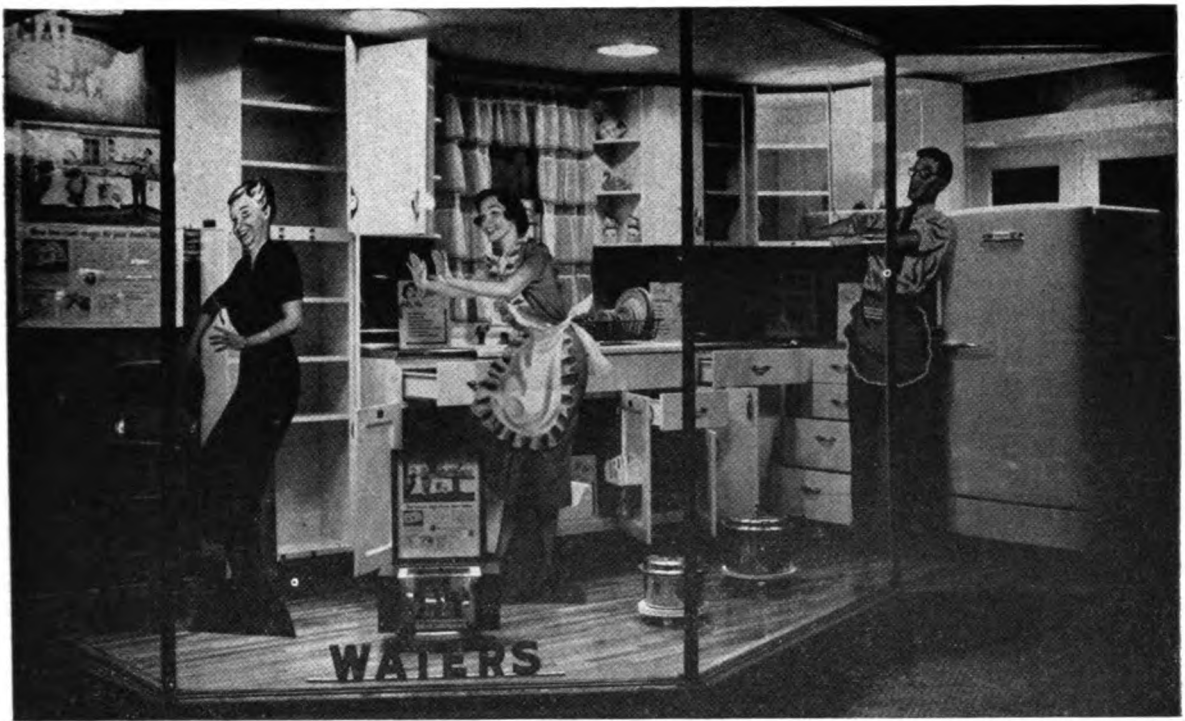
The main "props" for this eye-catching Christmas display created by Railey-Milam Stores, Inc., Miami, Fla., comprised a background made of paper, simulating brick, a Christmas wreath, glass Christmas-tree ornaments, suspended from window ceiling, pillar fixtures, covered with paper to match

background, and multi - stop chromium display fixtures. The display was shown at the firm's branch store at 3704 Northeast 2nd Ave., near a residential section of Miami. Merchandise displayed included functional items for home use, such as a toaster, coffee maker, and Christmas-tree lights.



Simplicity was the keynote of this attention arresting display.

* See HA, July 13, 1950, p. 37.



In this window of a model kitchen, the Waters Hardware Co. used cut-out models to dramatize its message.

Window Displays— the Drawing Card for Appliance Sales

Located next door to a movie theater, this store makes its bid to attract movie goers by creating dramatic window displays. Window changes are on a weekly basis.

WATERS HARDWARE CO., Manhattan, Kan., makes the most of its opportunity to capture the attention of movie goers with its two large display windows. Located next to a movie theatre, the store's windows are changed regularly—once a week if possible—to get the theatre patrons as interested in the hardware show as in the Hollywood product.

The display windows are large enough to permit a display of a full model kitchen, including various major appliances. Often large cut-out figures, as shown

in the illustration, are used to give the displays dramatic impact.

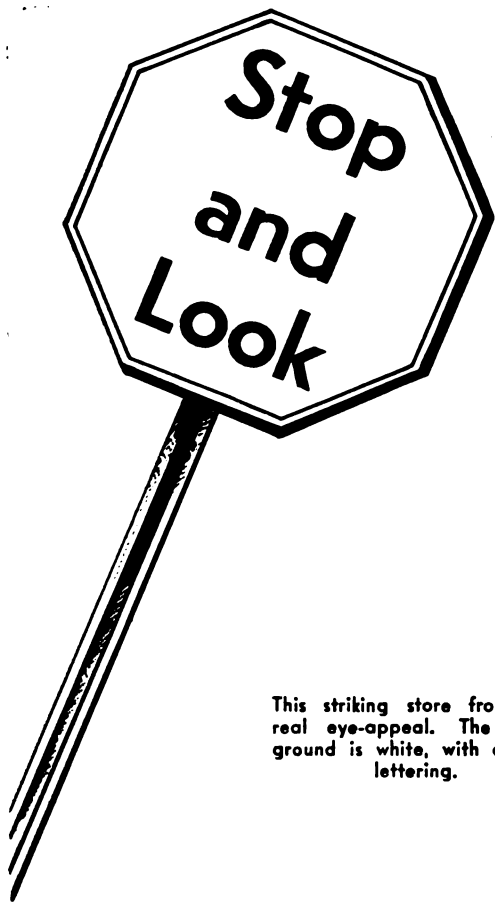
Appliances are one of the store's major lines and receive regular window promotion treatment. In the store interior, models are displayed at various points where store traffic is heaviest.

There are three salesmen who

work in the store and also as outside men, operating on a weekly schedule of calls. They arrange their time so that one salesman is on outside calls in the morning, another in the afternoon and the third will make one or two evening calls a week.

This makes it possible for the

(Continued on page 128)

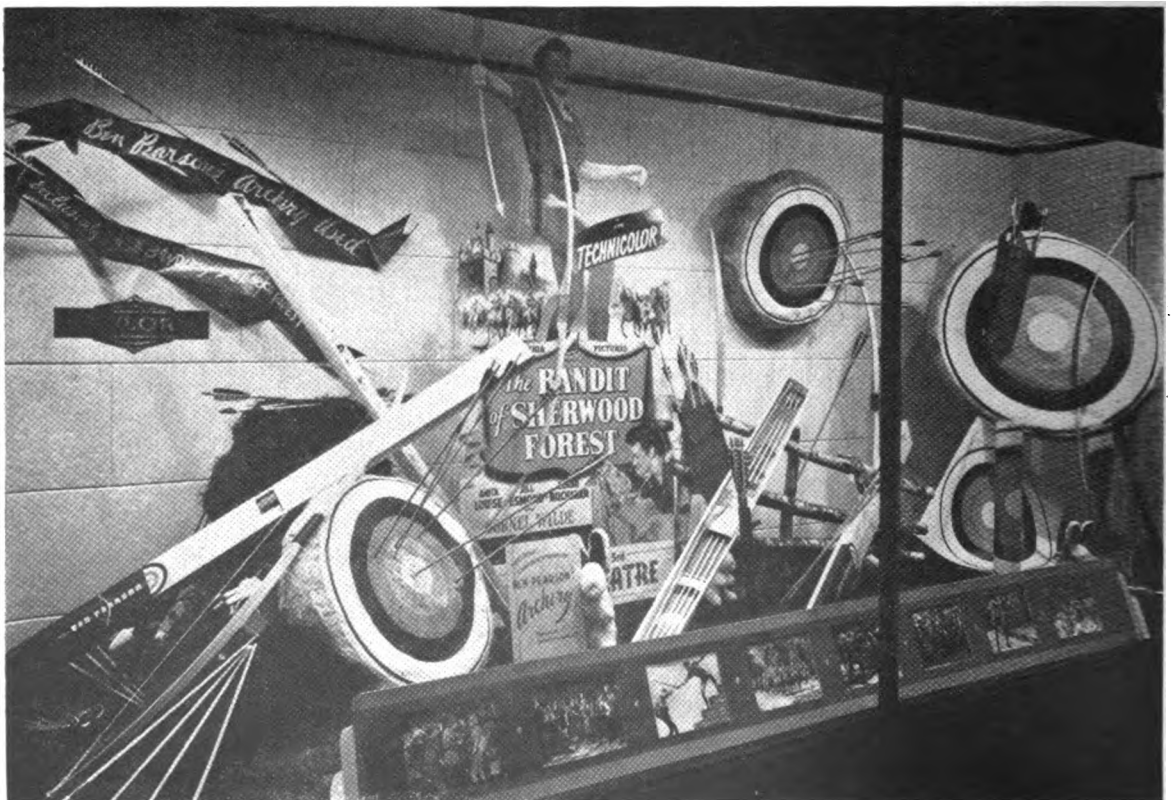


Theme Builds High

This striking store front has real eye-appeal. The background is white, with colored lettering.

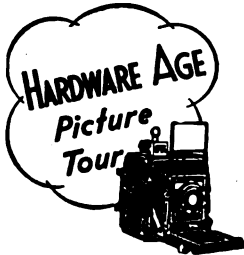


A window display with a smart tie up between sporting goods and a local movie.



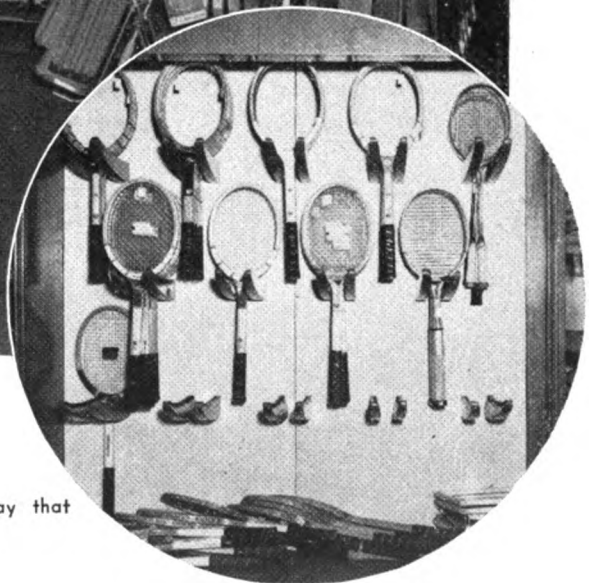
Sports Volume at Lawlor's

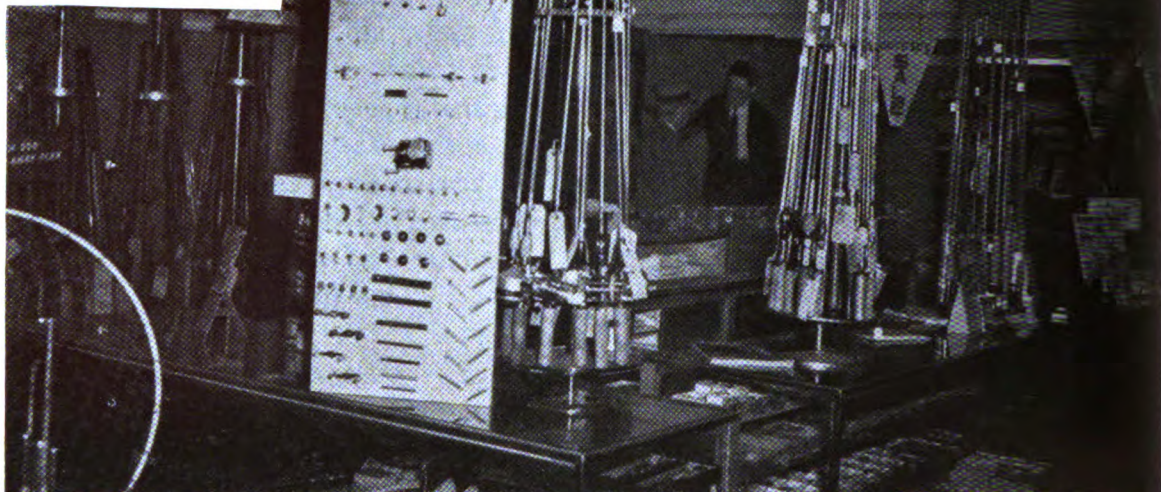
Lawlor's spends close to 3 pct of gross sales for advertising and display work, and finds it pays off in sales volume. Here's an exclusive Hardware Age photo tour of the merchandising methods used in this Lincoln, Neb., store for selling sporting goods. The display windows, which emphasize seasonal themes, are changed about every seven to ten days.



The golf goods department, with plenty of room for practice swings.

Here's the tennis racket display that utilizes wall space.



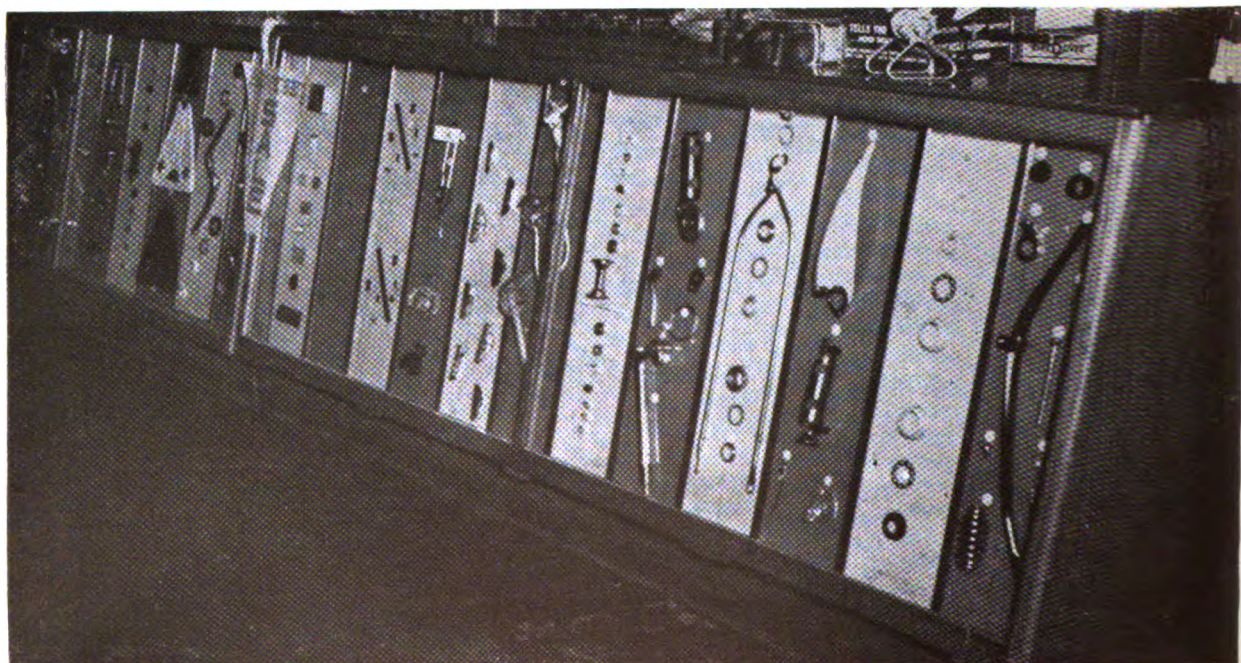


How rods, reels and repair parts are displayed. A gun rack is visible in the background.



A mass display of wheel goods in the basement, where ample room permits try-outs.

This 20-ft section in the wheel goods department displays cycle parts and repair items. Mounted on tilted panels, this display speeds up sales of repair parts by permitting quick identification of the parts needed.





Mayor Collins, wearing hat, and other visitors watch a demonstration of power tools at the Open House party.

Open House Is Tonic For 115-Year-Old Firm

Promotion staged by Massachusetts store familiarizes both customers and potential customers with its facilities and merchandise. Refreshments and demonstrations highlight two-day open house during which selling activity was suspended.

THE Zina Goodell Corp. has been an institution in Salem, Mass., for more than a century. But since the Goodell store is a five-minute walk away from the shopping center and has no other neighboring retail stores to attract customers to the vicinity, Ernest Whitney, present owner, has often pondered about what could be done to attract more customers into the store.

He hit upon one solution—a temporary one at least—when he held Open House on two evenings in June, and invited everyone in Salem to join in the celebration of the firm's 115th anniversary.

Sales Were Taboo

Sales were taboo, both evenings, and people were told to circulate freely throughout the two-story building. Demonstra-

tions were made of power tools, electrical appliances and other items, by factory demonstrators as well as store personnel. After inspecting the first floor, the visitors were invited to the second floor, where refreshments were served, and where sporting goods, toys and the specialties which the company manufactures were on display.

One of the purposes of the Open House event was to get



The staff of the Zina Goodell Corp. Ernest Whitney, owner of the business, is in dark suit in center.

more people acquainted with the full line of merchandise carried by the store, for it was found that too many people, despite consistent newspaper advertising, still associated the business

with a machine shop, which is still an extremely important part of the corporation's establishment.

The business was started in 1836 as a machine shop by Zina

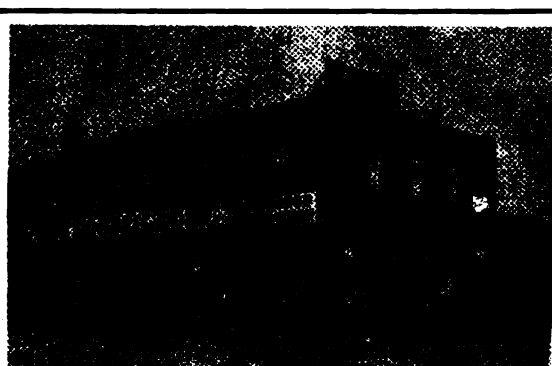
Goodell. People of Salem still think of this firm whenever they want anything special made to order in metal.

The Goodell shop does a bit of everything; from sharpening some 2000 lawnmowers a year to pitching and repairing propellers, some of which weigh in the neighborhood of a ton or more.

The machine shop had already become an institution before the hardware store was opened and even then it was a very ordinary hardware store, and in no way a competitor to the excellent hardware stores located on the main street.

It was only after the present owner, Mr. Whitney, took over in 1943 that the character of the business started to change. The store was then cleaned, repainted, remodeled and new lines of merchandise were added or expanded. Later the adjoining corner store was taken over and a housewares department installed. Still later the entire building was purchased and the second floor was fixed up for the display of toys and sporting goods and the office of the company.

The Open House was considered a big success. Many new faces were seen in the store, and on the first day after the special event the store had its biggest sales day since Christmas. The event stimulated the sale of a number of high price power tools, and store traffic has increased. The entire promotion cost the Zina Goodell Corp. less than \$500.



ZINA GOODELL CORPORATION, CORNER LAFAYETTE AND DODGE STREET showing the Hardware Store, the Housewares Shop and a corner of the Machine Shop

Open House

Thursday Evening, June 8 Friday Evening, June 9

From 7 until 9:30 o'clock

NO SALES WILL BE MADE

On these two evenings we shall celebrate the beginning of our 115th year in business by holding open house for our friends and those who we hope to make our friends. You are invited to inspect at leisure our various departments. You will not be asked to buy, for no sales will be made and no orders taken.

DEMONSTRATIONS:

As an added attraction, expert factory representatives will show you the operation of several interesting tools. Among them

Zit Tools
Porter Cable Power Hand Saws
M and M Planer
Walker Turner Drills, Saws, etc.
McDougall-Butler Paints
Boston Woven Hose and Rubber Co. Products
Brown & Sharp—Fine Tools
Sterling Paint and Varnish Specialties
Dayton Rubber Power Transmission
New England Carbide Tools
Griffith Ladders
Millers Falls Tools

The Machine Shop will be open for inspection with mechanics actually at work.

Light refreshments will be served.

Children must be accompanied by parents or responsible adults. Ample parking space on streets adjacent to the Goodell building.

ZINA GOODELL CORP.
SALEM, MASS.

One of the large ads used in the local newspapers to invite the public to the Open House. As may be seen by the illustration at top, the store has a great amount of window display space despite the fact that it is off the main shopping street.

Nothing Due? They Send A Statement Anyway

Customers get a jolt when they receive a statement after they have paid up their accounts. Here's how this unusual promotion plan pays off for Westmoreland Hardware.

WHEN a customer's account is paid up, Delvin Ashurst, owner of the Westmoreland Hardware Co., Westmoreland, Calif., sends them a statement just the same. That attracts their attention for no one likes to be billed when they're already paid up.

But when the customer takes a look at the statement, he finds that the balance is zero and that a sticker on the statement, plaintively reads: "You don't owe us a cent. We wish you did."


It gets results. Recently a woman came into the store, statement in hand and after joking about it commented, "So I don't owe you a cent." And then she bought a refrigerator for \$449 and a new range for \$400.

But that's just one of the reasons why Mr. Ashurst sold so many major items this past year—26 gas refrigerators; 15 electric refrigerators; 30 coolers; more than 15 ranges; 40 automatic washers and a number of home food freezers.

Mr. Ashurst will himself install any appliance in a home for a two-week demonstration. He spends at least half of his time in the field doing just that. Of 30 automatic washers recently installed by this young hardware dealer, only three did not "sell."

He writes his customers personal letters. This is his way of advertising by mail. Some letters just ask customers to visit his store. Others mention some seasonal item or new items. Local high school girls are hired to write and address the letters.

STATEMENT				
GIFTS SPORTING GOODS	"SERVEL" GAS REFRIGERATORS GAS & ELECTRICAL APPLIANCES			
WESTMORLAND HARDWARE CO.				
WINDOW GLASS - ROOFING - PLUMBING & ELECTRICAL SUPPLIES PIPE CUTTING AND THREADING PHONE 8732-W-2 WESTMORLAND, CALIFORNIA				
<p><i>James Smith</i> 1950 <i>Box Westmoreland, Calif.</i> <i>129</i></p>				
Date	Description	Debits	Credits	Balance
5/10	Roofing mat.	1913	1913	000



You don't owe
us a cent..
WE WISH YOU DID

Type of statement sent to a customer when nothing is due.



People who are going to and from the basement are exposed to this roomy section featuring major appliances, television, radio and record players.

10,000 Visitors Saw Branch



Part of the basement, with one of floor's three cash-wrap units in the foreground.



Sporting goods, luggage and wheel goods get attention at this front-of-the store first floor location. Staircase to basement is to the left.

Store Opening

Advertising and offer of gifts helped crowd Stambaugh-Thompson's newest branch unit located in Youngstown, Ohio.

WHEN the 104-year old Stambaugh-Thompson Co., Youngstown, Ohio, opened the fourth unit of its retail division, early in September, 10,000 people turned out in one day to visit the new branch. A full page newspaper ad offered flowers for the ladies, favors for the men, free entertainment and numerous gifts, and showed a picture of the store and photos of key personnel of that branch.

Located in the Belmont Shopping Center, north of the city and but half a mile from the northern city limits, the branch store has for traffic-pulling neighbors two chain grocery stores, a drug store, restaurant, a national limited price variety store and a large theater.

As to the strategic location of

the store, a ground floor and basement unit, 65 by 130 ft., Willis Johnson, advertising manager, said, "The Northside is experiencing a terrific building boom with an attendant concentration of population. The store will serve not only the immediate residents, but those in the suburban and rural areas between Hubbard and Girard and north to Lake Erie."

Two Sales Levels

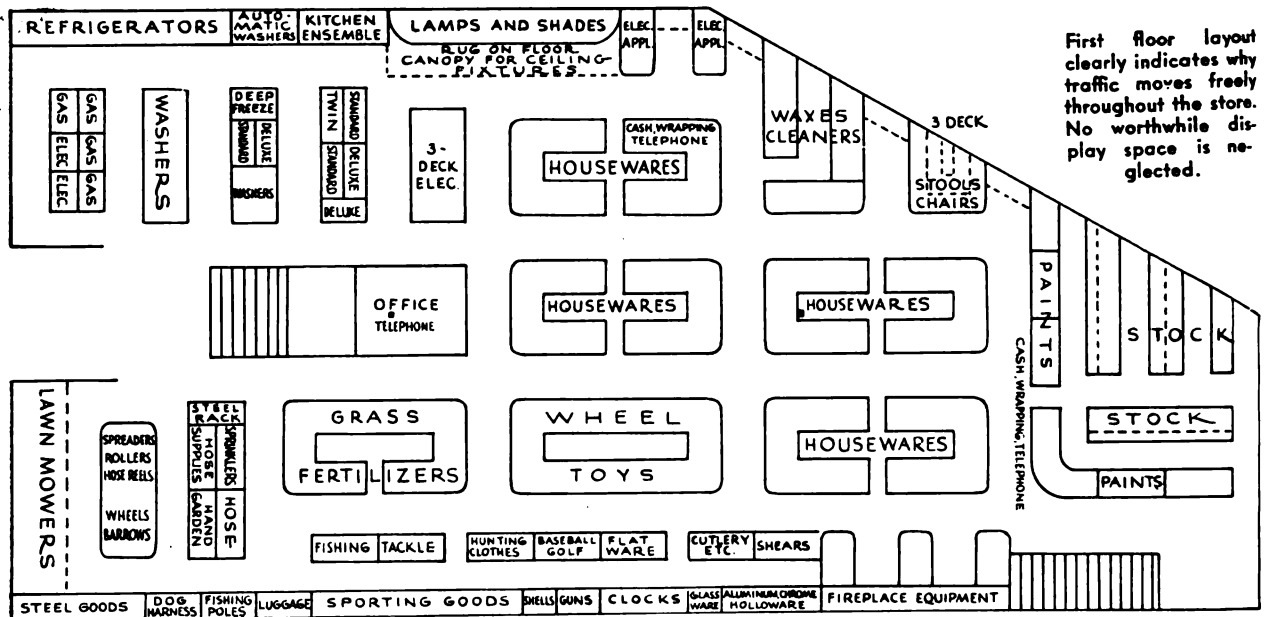
While the entire Belmont shopping center is one story in height, the hardware store has two sales levels, the main floor and basement. The basement is accessible by means of wide stairs at the front and in the rear of the main floor.

The store ceiling is painted a

cream color and is lighted by fluorescent tubes. The lower two-thirds of the south wall is a deep green, while the remaining upper third is a light green. The north wall is red against which the white finish of major appliances stands out in sharp contrast.

Henry A. White is manager of the branch and Frank Rarick is assistant manager, the store having a staff of nine men and women. Mr. White points out a unique feature in the store. "There is no stockroom in this unit," he said. "Understock is held in the display islands. When that is put on display, an order is sent to the company stockroom. This gives the branch much greater sales area and reduces unnecessary handling."

Mr. White's office is in an open



pen structure, built over the basement stairs at the front of the store. He explains that the exposed office is a good means for customers and himself to become acquainted.

Major appliances are given front-of-the-store display attention on the main floor. Because it is not uncommon for two or more members of a prospective major appliance customer's family or friends to visit and help decide on which unit to buy, extra wide aisles are provided between appliances. Paint, fishing tackle, hunting equipment and other sports equipment, as well as cutlery, household cleaners, lamps, shades and a variety of other housewares are also shown on the first floor.

Fireplace equipment receives main floor attention, on a two-

level recessed display unit. Along each tier are six ports, 30 by 24 in., for showing space heaters, andirons, artificial logs and other fireplace equipment. The interior of each unit is red, the balance of each unit is white. The entire display is built of wood and stands 7 ft. high and 18 ft. in length.

Another main floor display is a canopy, 8 by 22 ft., against the north wall on which are 30 overhead lighting fixtures, all of which may be lighted for display purposes. A full line of lamps and electrical repair parts is displayed beneath the canopy.

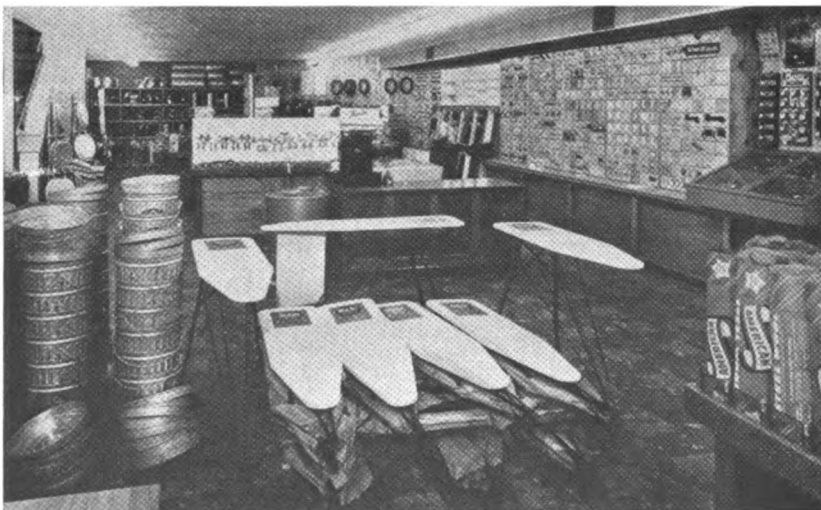
In the basement are displayed general hardware, power tools, hand tools, builders' hardware, and plumbing needs. A neat self-service plan is working out well in the small general hardware

section. There are five sections of cabinets placed along the wall, having 72 drawers, in six rows of twelve drawers high. Each drawer is 6 by 4 by 1½ in., and has on its face a sample. The name and price of the item is marked on the side of the drawers.

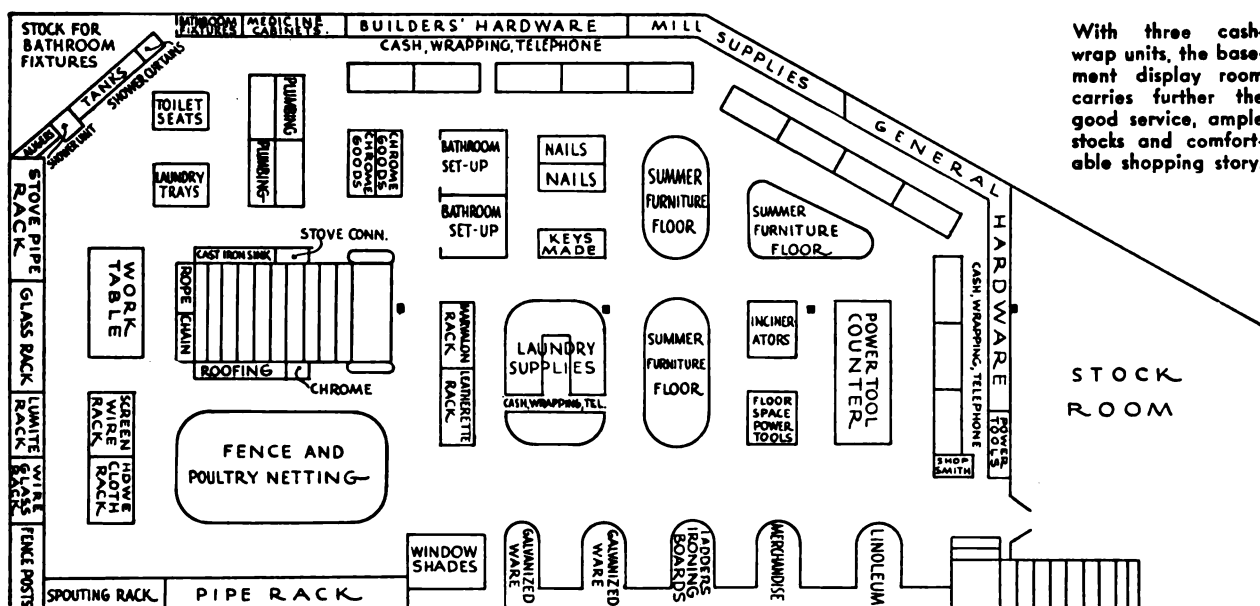
A customer in need of bolts, window fasteners, door knobs, etc., glances at the exposed samples on the faces of the cabinet, opens the drawer, and hands his selection to the sales clerk. This eliminates unnecessary waiting and excuses for loitering. All belts, pulleys, grind stones and wheels, power tool accessories, and hand tools are neatly hung on pine panel backwalls. Here again the patron finds hardware needs plainly exposed to view.

All departments are identified by means of large wooden letters on canopies. Wide aisles throughout the store permit the customer to relax and browse around. Display islands and tables are rounded generously to allow even more aisle space and help prevent bumping against sharp corners.

Rental of garden tools such as lawn rollers and fertilizer spreaders is popular, the roller renting at \$1 per day and the spreader at 50¢ in season. Floor polishers rent at \$1.50 per day. And floor sander and edger combinations rent at \$6.00 a day. Mr. White points out that most men work days and have little time to use these tools on a "per day" rental. For these people, a special overnight plan enables them to rent



Self service is encouraged, in the basement, by having the sampled drawers, to the right, within easy reach of customers.



the combination sander and edger at \$4.75 per night.

The basement has a cutting room. Here pipe is cut and threaded, and window blinds are cut to customer's specifications. Fencing is also cut to any length and into as many pieces as the

customer wants. Glass is also cut in the basement shop. All these services are in the west end of the basement, such concentration providing economy of motion and of space.

The branch store was planned by James B. Thompson, presi-

dent; William Murphy branch store supervisor; Conrad Thompson, staff assistant, and Steve Kondas, display manager. Some of the fixtures were constructed by the store staff, others were provided by W. C. Heller & Co., Montpelier, Ohio.

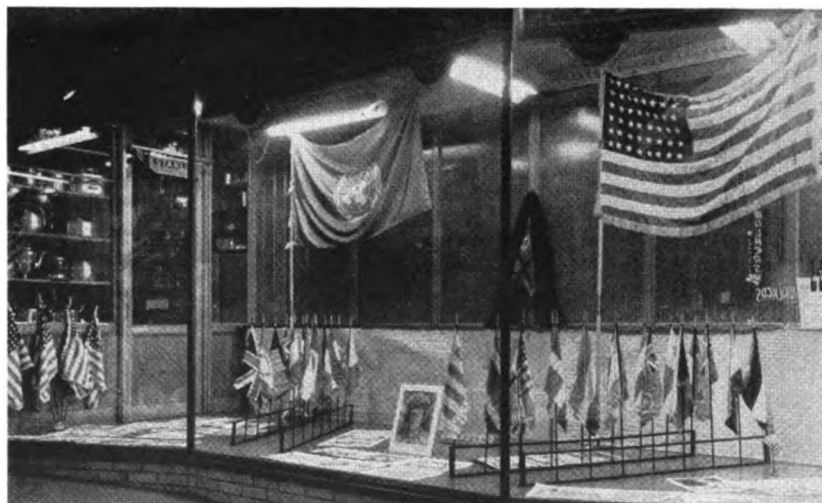
United Nations Flag Displayed By Hardware Store

The United Nations flag was seen for the first time in Sunbury, Pa., when the Geo. W. Hackett & Sons hardware store made this display in commemoration of V-J Day. The United Nations flag, which together with the American flag dominated the window, was procured only after considerable trouble. When the firm first tried to obtain a U.N. Flag it was informed that they were available only for official use. A letter was then written to Secretary - General Trygve Lie and the store was advised that the U.N. code had just been liberalized to permit the flag's display for such purposes.

The Hackett firm advertised that it would be pleased to receive photographs of any Sunbury men or women who are now in Korean activities, or who have been called for service in the war being fought under U.N. orders. These pictures are shown together with the flags of all the United Nations.

This store won recognition in trade journals during World War II for similar patriotic window trims which honored local boys and girls for their war service. Present members of the firm who served in World War II are

Major Hurst W. Hackett, who was on Guadalcanal and the Philippines; Lt. James E. Hackett, who was at Saipan, and their brother-in-law, Major George L. Hoffman, who saw duty in Newfoundland.



Geo. W. Hackett & Sons display the United Nations flag for the first time in its community.

New Inventory System

A southern supply house president tells how and why his company installed an activated inventory control system. This system reduced over-all inventory by 40 pct and eliminated hundreds of duplicated items.

By E. C. BOYKIN
President,
Boykin Tool & Supply Co.,
Atlanta, Ga.

OUR capital outlay for stock has been cut 40 pct; we have a better supply of a greater variety of items—and we now give more service, faster! All of that is because a little over a year ago we substituted an activated inventory control procedure for a static stock record.

Until we found by a careful physical check that we had stock records on some 12,000 to 14,000 items—and only about 8000 items at hand—we didn't realize how badly we needed real inventory control. Our fumble file, as it was not too affectionately called, seemed about the best we could hope to maintain with a relatively small clerical staff.

We have since discovered that we could set up and maintain the right kind of controls—and save money on clerical overhead.

We've done it by installing a system of activated Kardex records that reduce posting labors to a minimum and provide our management with a combination of stock, purchasing and sales summary records that are as near to automatic as it would seem any inexpensive manual system could be.

Visibility and a system of simple computing charts and signal tabs have given us the answers from all standpoints—general management control, closer purchasing, increased variety of stock, lower overhead.

Benefits in Brief

Here, in brief, is the way we summarize it:

- (1) We have been able to reduce over-all inventory by 40 pct.
- (2) We have been able to eliminate hundreds of items

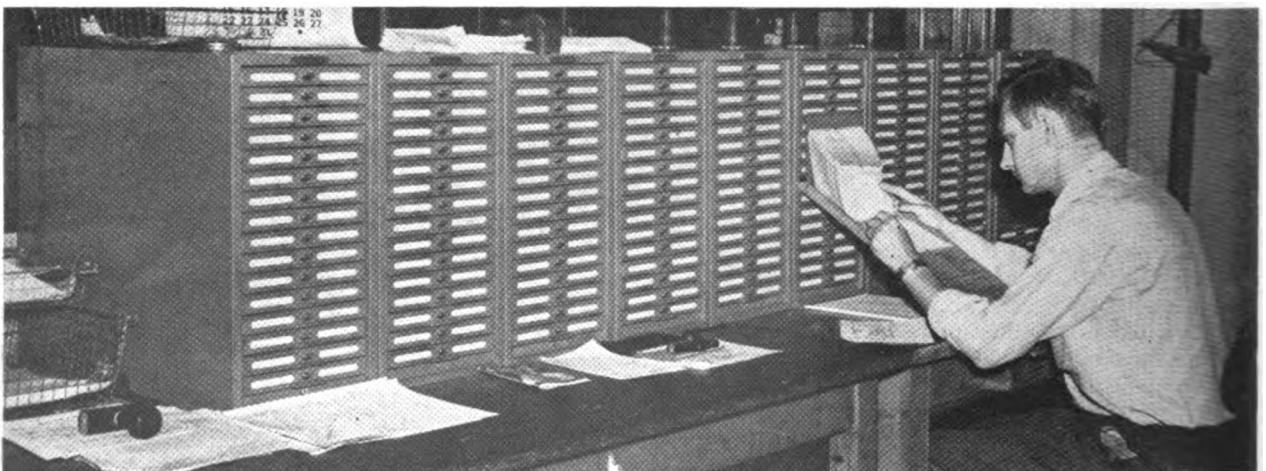
which, unknowingly, had been duplicated in our stocks.

(3) We now have current stock status and fast performance records (the history of trends) accessible in one convenient record.

(4) We have found that stock record, billing and posting clerical time and costs have been reduced substantially.

(5) We know that routines are clearly established and easy to follow, and that we need only concern ourselves with the exception among the mass of 10,000 items which require executive review and decision as they approach the "Minimum" or "To Order" status.

A little over a year ago we discovered that our stock records showed more different items in stock than we could possibly be carrying, so we decided some



Battery of inventory control files, use of which meant a 40 pct reduction in capital outlay for stock.

(Illustrations, courtesy Remington Rand, Inc.)

Improves Control, Lowers Costs

drastic changes were in order.

By means of the new system (worked out with the aid of Remington Rand management control technicians), all items are indexed alphabetically by article, or brand name, and then by stock numbers. This has meant that even as the new records were assembled we were able to immediately regroup or eliminate hundreds of items which were being duplicated simply because thousands upon thousands of stock records never could be kept up-to-date and properly correlated under our old procedures.

Our new system is based on a few simple control principles. For one thing—and this is highly important from the executive review as well as from the clerical routine standpoint—manual posting of static information is largely replaced by data which is activated through the use of signals and charts. For another thing, visibility of key information reduces the work and improves the results.

Arrangement of Cards, Signals

The cards which form the base of our new inventory control record contain the static postings of current and historical data. These are 8 x 5 in. and two are used in each pocket. There is a pocket for each item of hardware, paints, tools, etc., which is mounted on slides housed in Kardex cabinets (to provide constant point-of-use protection). They are mounted vertically, and each pocket or pair of cards is visibly indexed on a special margin insert attached to one of the pair of cards.

The visible margin insert provides for the active stock control record, with about half of it given over to sections marked: Normal, Out, Minimum, Checked and Surplus. By moving a Graph-a-Matic signal tab from one position to another there is provided a complete current stock picture.

All essential records—purchasing, receiving, sales summaries and back orders—are combined in one compact grouping. Posting work is cut to a minimum by means of coding and of the chart and signal devices shown in the lower right hand.

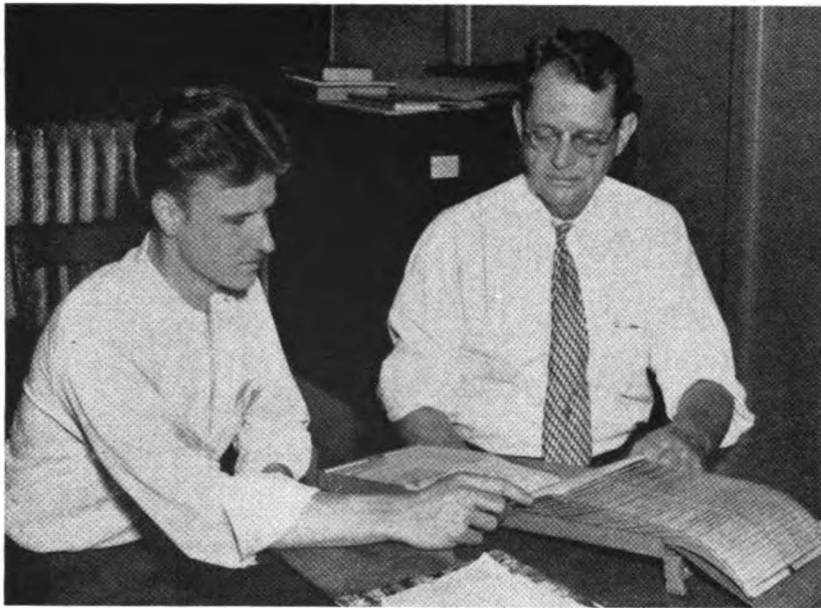
When he is ready to prepare his orders, the purchasing agent glances over each slide and notes items flagged as Out or Minimum and flips the pocket open to study and make his decisions on the basis of the complete history before him on the facing cards.

The first of these cards is the "in-out-balance" disbursement record, and the other is the ordered-received-monthly sales summary record, containing complete information as to manufacturer, units, costs, freight, discounts, stock maximum and minimum recommendation and

other pertinent control detail.

With these 8 x 5 in. cards is a smaller unit, a 3 x 5 in. card for the Reserve Stock on Back Order record which slips into the control pockets for the item in question. Invoices are filed numerically and if there are missing items the invoice number is noted on the back-order card. When new stock comes in, the invoice clerk removes the back-order cards, lists them and has the items shipped.

Still another phase of the new inventory control system which has meant elimination of an extra clerical step is in the han-



Mr. Boykin, at right, checks inventory records flagged to indicate need for possible reordering with one of his employees.

dling of price extensions and checking. Under the new system the price extensions and checking are now handled right from the inventory cards.

The cost of the whole system and equipment, and for supplies sufficient to keep it in operation for a number of years came to less than the equivalent of one

clerical salary for one year. And in the period of a little over a year it has been in operation it has more than paid for itself in reduction of clerical over-head alone!

However, it is beyond that that the real benefits have been accruing to us at Boykin Tool & Supply Co. The really big benefit has been in the control which has been provided, and which has made it possible for us to cut overstocks to save capital outlay and obsolescence losses; to bring up understocks so that we do not lose sales; to provide better stock balance so that cost of acquisition and cost of possession are lower, and capital is freed for constructive uses.

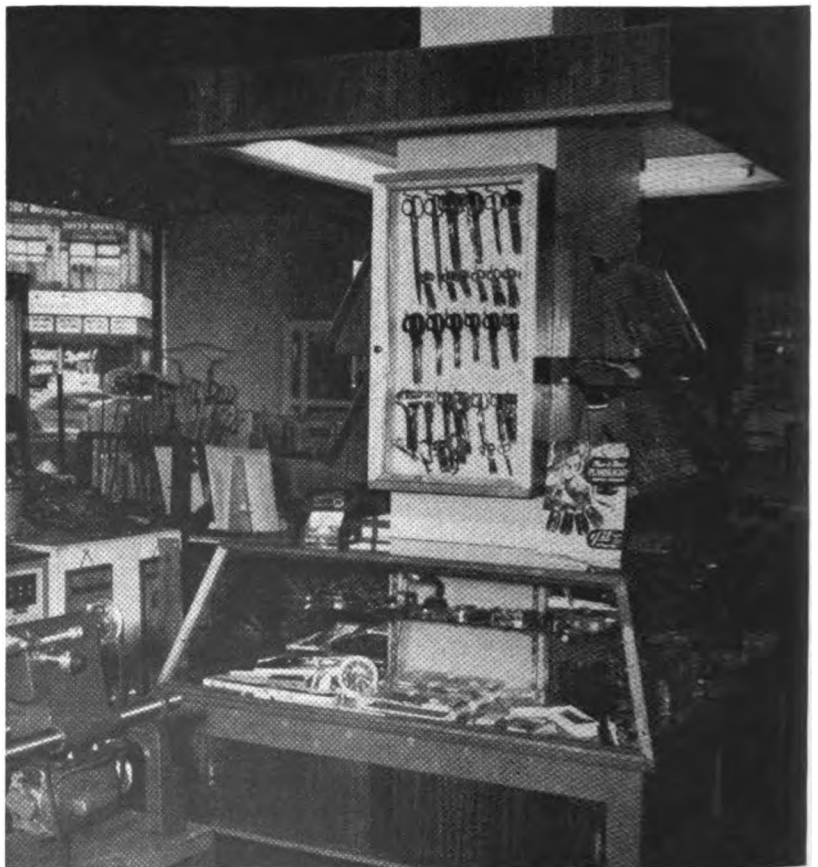
We now enjoy complete confidence that the records are right and up-to-date—and that means even more than do the clerical and similar savings to those of us who are responsible for sales, merchandising and the general administration of Boykin Tool & Supply Co.

Center Pillars Become Useful Display Units

Two units of this type are used at Urich's, 844 N. 3rd St., Milwaukee, Wis., to utilize otherwise wasted space. Each unit, occupying 5½ sq. ft. of floor space, comprises a four sided waist high show case with glass fronts set at an angle. Top areas of the glass case are also utilized for showing small items. On two of the four column sides are shelves with easel type displays while the other sides support glass panel displays. Each unit is topped off with a canopy illuminated by concealed fluorescent tube lights. Constructed locally both units match other display equipment in the store. Both impulse and demand merchandise are shown in these units.

Harmonious Units

Customers visiting the Urich store are often unaware that the two units of this type are in effect a combination of utility and camouflage. Since their style and finish tie in with the rest of this colorful and interesting store the trade considers these units as being primarily display fixtures.



This display made use of idle space and helped make sales.

Varied lines are featured in this colorful electric sign on the parking strip before the store.



3-Way Advertising Program

Advertising by radio and newspapers plus an eye-catching exterior sign pulls customers from as far away as 150 miles

RADIO listeners, newspaper readers and motorists are all exposed to advertising of Mullinix Hardware store at 3101 State St., West Boise, Idaho. Radio advertising has been responsible for pulling trade from homes as far away as 150 miles, spot announcements having been used twice daily since early in July, at a cost of \$15 per week.

Some newspaper advertising and the firm's attractive visual front, plus a high electric sign in varied colors and located in the center of the wide parking strip in front of the store, are the other two advertising media used by D. N. Cooper, owner of the store.

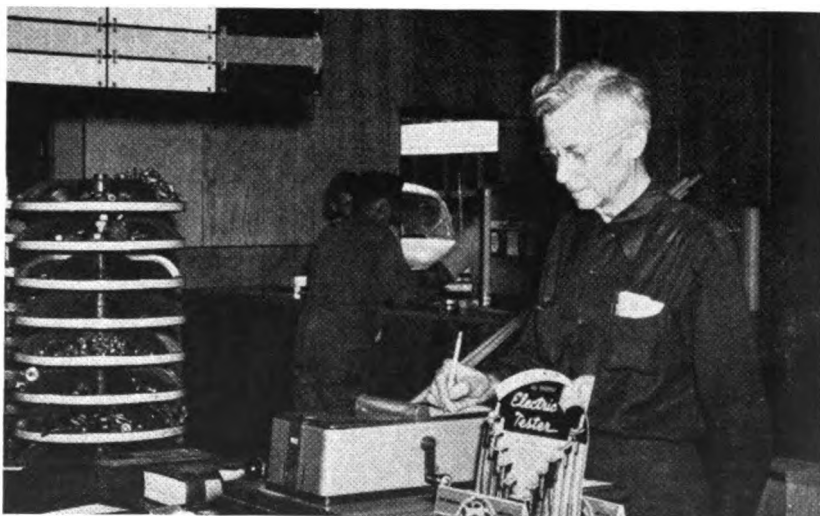
Until fairly recently what is now Mullinix Hardware was part of the Mullinix Supply Co., a lumber yard in back of the hardware store. The hardware store, 40 by 80 ft., with display room 40 by 50 ft. is in front of the lumber company. Now the two

businesses operate as separate entities but handle sales for each other.

Some of the spot radio an-

nouncements are of a general nature, trying to sell the idea of trading at the Mullinix Hard-

(Continued on page 127)



Owner D. N. Cooper writes an order.



Dinnerware in 10 open stock patterns helps turn a basic \$1,500 stock into a \$20,000 annual volume.

\$20,000 Sales in Dinnerware

How a \$300 initial investment was built up to a \$20,000 a year volume in this Hot Springs, Ark., store, is described in this article.

USING current fashions in food and food serving as a basis for selling more dinnerware adds \$20,000 to the yearly volume for the Norton Hardware Co., 837 Central Ave., Hot Springs, Ark.

When a cautious \$300 investment in initial stock for the dinnerware department showed a fast and profitable turnover, the

owner, R. H. Norton, turned the department over to Miss Elizabeth Dwiggers and instructed her to use her own judgment in promoting dinnerware to women customers. She understands her customers so well that she is able to turn in a yearly volume of \$20,000.

Promoted continuously is colored dinnerware that is being

used extensively in women's magazines for table settings. In one magazine, at the time the pictures for this article were made, six food articles were illustrated in color, using the ware that Saleswoman Dwiggers influences her customers to buy.

Because the current women's magazines are giving this dinnerware prominence in their news

columns, Miss Dwiggers cashes in on the publicity by displaying it in the most prominent part of her department.

The complete set costs from \$70 to \$80, but most women buy a streamlined set at \$30, or start with one or two pieces and build up their sets with regular purchases.

Miss Dwiggers prefers to sell the ware in small units, because the customers will then return to the store often and buy other items.

"Dinnerware is one of our best traffic builders," Miss Dwiggers says, "When a women starts a set that she desires greatly, she comes in for more pieces as she has the money for them. And we make very sure that plenty of desirable merchandise for the modern home is shown near the dinnerware."

Extra pieces to add to the set, such as tea pots, bean pots, pitchers of fantastic shape, and casseroles are often bought for gifts.

"All women who read women's magazines know the value of the ware," says Miss Dwiggers. "The odd shapes of the extra pieces make them outstanding. No one is ashamed either to give or re-

ceive a single piece as a gift."

Other open stock dinnerware, in 10 patterns, has a big turnover here. This is displayed on shelves behind the colored ware, with single pieces given special display.

Checks Magazines

Every month Miss Dwiggers checks the women's magazines carefully for food articles and advertisements illustrating the dinnerware she shows in her department. She usually keeps one or more of them on hand to use in her sales talks. Often opening a magazine at a page showing something from her stock used in a dramatic table setting closes a sale.

One of the two display windows is always used for colored dinnerware. Miss Dwiggers arranges the windows herself, using simple props to display crockery and china. Sometimes it is shown on a stepped-back window display fixture. Now and then she arranges a table setting.

Because the store in this resort town has won a reputation for having complete stocks of colored dinnerware in a wide variety of patterns, a large out-of-town

volume is had. Women drive to Hot Springs to buy dinnerware in sets and single pieces. Some start their sets at Norton's and order other pieces by mail.

"To operate a dinnerware department successfully," Miss Dwiggers says, "the department manager must understand what is wanted currently. Following current demand is what builds volume. I try to keep a step ahead of dinnerware styles by observing the women's magazines. When something new and attractive is shown, I can always sense when it will appeal to my customers. They read those magazines, and want to keep up with fresh, new wares for their table. We show them what they want. Following the trends of the women's magazines is the most inexpensive advertising I know for a dinnerware department."

The floor island display next to the dinnerware always shows a variety of other attractive items for the home. The current display is typical, made up of bird cages, table silver, aluminumware, and electrical housewares.

The dinnerware and this mixed

(Continued on page 127)



Miss Elizabeth Dwiggers shows a customer colored dinnerware pictured in food articles in current women's magazines.



Second floor display of unfinished furniture grouped according to types, for various rooms.

Unfinished Furniture Can Start a Sales Cycle

Sales of unfinished furniture can be used to start a very profitable selling cycle, this Elmira store reports. Here's how they display it and build up related sales.

WE have enjoyed a splendid sales volume in unfinished furniture," says Bill Pratt, second floor manager, George W. Peck Co., 102 State St., Elmira, N. Y., "because more people are turning to it as a low cost means of improving their homes. Some buy it because they cannot afford to purchase considerably higher priced finished furniture. Others are buy-

ing it to meet extra utility needs in their homes."

Floor displays and window showings of these items make a particular appeal when arranged as nearly like a home setting as practical. When groupings, according to rooms, are featured

customers find it easy to match pieces, such as kitchen chairs, table and closet.

Unfinished furniture is being bought by many consumers living in rented quarters, by those who have temporarily moved into an area because of war plant jobs



BRIDGEPORT,

Remington Dealer Letter



CONN.

You can be the Sportsman's Santa...

Use these free Remington displays and gift wraps to get new plus business this Christmas.

Their holiday-bright colors give extra eye-appeal... extra buy-appeal, too! Wraps are designed to fit the regular boxes so that you can sell stock now on hand.

So check the ones you'd like and the quantity. Then clip out the coupon and mail it.



CLIP AND MAIL THIS COUPON

Free carton wrap for 22's

R1 quantity _____
R2 quantity _____

Attractive green and red Christmas packaging. Fits over Remington 500 carton of 22 ammunition with price box toppers for better display. Two sizes—R1 for Remington Long Rifle—R2 for Remington Shorts.

Free gift cartons for 22's

R3 quantity _____
R4 quantity _____

Gift cartons in Christmas colors hold five boxes of 22's (250 cartridges). Puts gift in popular \$1.95 to \$3.50 price range. Also price box toppers. Two sizes—R3 for Remington Long Rifle—R4 for Remington Shorts.

Free shotgun shell wrap

R6 quantity _____ R7 quantity _____
R8 quantity _____

Eye-stopping Christmas packaging for shotgun shells. The sleeve fits the regular 25 shell box. Price box toppers come along with them. Three sizes—R6 for 12 gauge, R7 for 16 gauge, R8 for 20 gauge.

Free rifle display card

R5 quantity _____ sets

Santa points out that ever popular Christmas gift, a Remington 22 Rifle, on new price display cards. Hangs on barrel—4 in set.

Free hand-trap display card

R9 quantity _____

Here's a handy item for any shotgun shooter. The snappy display card explains its use. Target-thrower (the well-known Remington Hand Trap) and probably some shells and targets to go with it can be EXTRA business this Christmas. It's R9.

MAIL TO:

Christmas Promotion
Remington Arms Company, Inc.
Bridgeport 2, Conn.

Name _____

Address _____



Typical of window showings of unfinished furniture, against low background.

and by those who do not wish to invest too much money in furniture. The relatively low price of unfinished furniture provides opportunity for the acquisition of a variety of items at no great cost.

"One of our best means of promoting the sale of unfinished furniture is through window displays," says Mr. Pratt. "We keep our windows lighted during the evening hours to attract window shoppers."

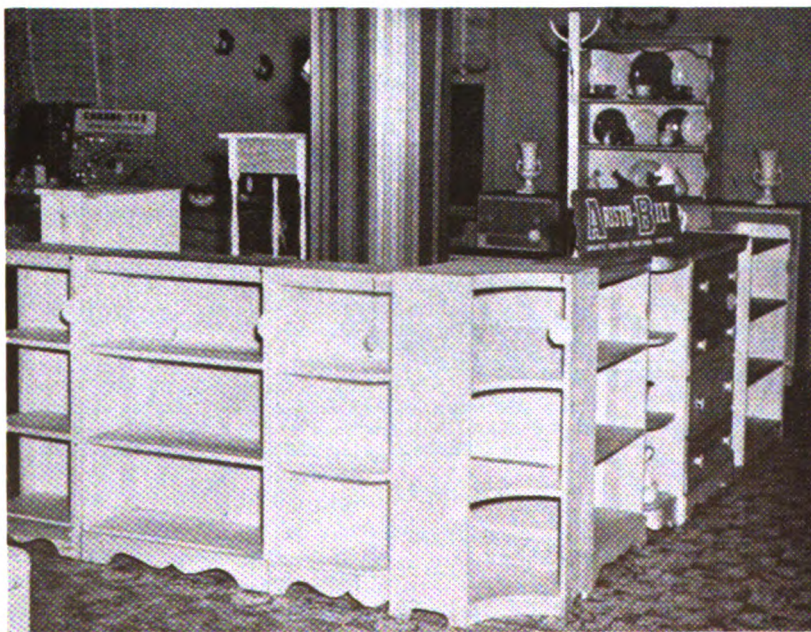
The sale of unfinished furniture has a chain-like reaction. Once a customer has purchased one piece of this equipment he is often inclined to return for second and/or third units. It may be that a housewife will realize, after finishing one furniture item, that others are desirable for her home. Mr. Pratt finds this particularly true when the customer starts buying wall sections, shelving and book cases. He says, "Once a person buys one

section of shelving he wants another to complete the job. And each time he visits the store for such units he is a potential customer for other merchandise."

While the customer is buying unfinished furniture, sales clerks make an effort to discuss the right types and shades of finishes needed. This immediately leads to discussion of paint, varnish, brushes and related supplies, and often results in additional sales volume.

Unfinished furniture has been a hardware store line for many years and, while it has its seasonal peaks, like any other merchandise, it is to all practical purposes a year 'round line. Whether the customer dabbles in finishing such equipment as a form of relaxation or as a means of saving considerable money, the market for it and the related sales to which it leads is tremendous. And it is a market which is not limited to any particular social or financial strata, since those liking such activities will go for it, regardless of other demands on their time.

"We often have customers who also like to pad chairs, upholster furniture and add designs and metal trimmings," says Mr. Pratt. "Unfinished furniture has a year 'round market, which we promote, not only with window displays and store displays, but also through newspaper ads several times a year."



Another view of second floor display of sectional units. Note display of vases, dinnerware, etc., on units in the background.

The Round trademark will boost your sales!

Complete line... Recognized top quality... Strong sales support

The ROUND trademark means more chain volume for YOU . . . more customers, steady repeat business, greater customer satisfaction and higher profits.

You profit because your customers can meet all their chain needs from one single source—you! ROUND makes chain of every type . . . Proof Coil, Brass Safety, Double Jack . . . a hundred other kinds from small links used in precision instruments to massive anchor chain.

ROUND has stood for top quality in chain since 1869. Your customers know and trust the ROUND name.

Six large plants with warehouses in principal cities guarantee that your requirements will be filled promptly and efficiently.

Continuous ROUND trade and national advertising, modern packaging, a full assortment of selling aids—plus planned sales promotion—help you get more orders, faster.

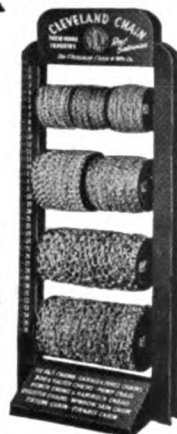
Cash in on these ROUND sales advantages:
(1) Complete Line (2) ROUND Quality (3) Sales Support. They're real profit boosters! A-3290



There's beauty, color, sales appeal in this dog chain display. Plastic handles in 4 bright colors add to attractiveness.



Reel Salesman holds 4 reels (or equivalent in 1/2 or 3/4 reels) of popular small sizes of welded and weld-less chains.



Proof Coil or BBB Coil



Liberty Coil—Twist Link



Liberty Coil—Straight Link



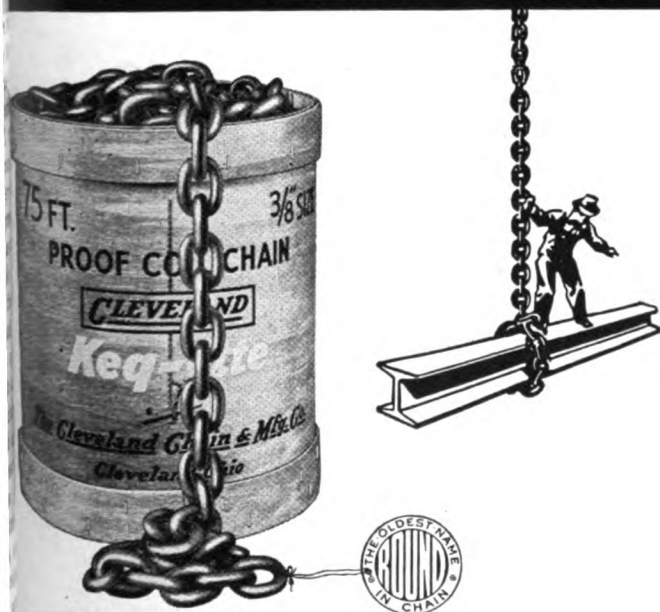
Liberty Machine—Twist Link



Lock Weave or Triumph Pattern



Buckeye or Brown Pattern



CLEVELAND CHAIN

The Cleveland Chain & Mfg. Co.

Cleveland 5, Ohio

ROUND Associate Chain Companies

The Bridgeport Chain & Mfg. Co., Bridgeport, Conn. • The Cleveland Chain & Mfg. Co., Cleveland, Ohio • Round California Chain Co., So. San Francisco and Los Angeles, Cal. • The Round Chain & Mfg. Co., Chicago, Ill. • Seattle Chain & Mfg. Co., Seattle, Wash. • The Southern Chain & Mfg. Co., Birmingham, Ala. • Woodhouse Chain Works, Trenton, N. J.

Kegettes are ideal for store display . . . boost sales . . . are easy to stock. Each contains one of following quantities of Proof Coil or BBB Coil Chain (self colored or hot galvanized): 250 ft., 3/4"; 150 ft., 1/2"; 100 ft., 3/8"; 75 ft., 5/16".



Mezzanine display featuring 500 types and numbers of gas heater radiants, below which are andirons. Tags above each radiant indicate the model number, for easy selection from stock.

Heating Radiants a Big Line

As a traffic puller Thomas Hardware finds its selection of more than 500 patterns and designs worthwhile, including replacements for items no longer handled by store.

BECAUSE Jack Thomas, owner of the Tulsa, Okla., hardware store bearing his name, finds heating radiants "our best traffic puller," the store offers over 500 different patterns and designs of these parts.

Displayed on a mezzanine floor along one wall, the radiants are hung on small hooks, directly below which are built-in cases for stock. The tops of the cases are utilized for showing andirons, heaters, hose connections, other

accessories and heating equipment.

Actually Thomas Hardware expanded its stock of heating radiants because, says Mr. Thomas, "Every fall, through the winter season and into the spring, we were besieged by calls for radiants. The few we previously handled were replacements for

the units we sold. Radiants are handled because there is a good demand for them at least seven months out of the year. People who buy them will frequently buy other accessories and sometimes additional heaters. When a dealer stops handling radiants for models or lines he no longer

-- (Continued on page 122)

* Handy Coils

*100 Foot Connected Coils

**sell Rope
right from
Your Counter**



3/8 inch

Increased Sales—More impulse sales from counter displays of product.

More Profit—Sold with less effort. No uncoiling, no measuring, no weighing, no re-coiling.

Customer Appeal—Attractive package! Convenient put-up! Counter display suggests need!

Save Space—Boxes stock compactly. Easy to handle.

Get more information about this up-to-date way to build your rope volume and your profit. Your "AMERICAN BRAND" Rope distributor has the whole story. Phone or write to him, or write to us for name of distributor nearest you.

**"American Brand"
Pure Manila Rope
in Handy Coils**



1/2 inch



1/4 inch



5/16 inch

AMERICAN MANUFACTURING COMPANY
Brooklyn 22, N. Y.
ROPE • TWINE • OAKUM • PACKING
Branch Factory: ST. LOUIS CORDAGE MILLS, St. Louis 4, Mo.
Sales Offices: Boston • Chicago • Houston • New Orleans • Philadelphia • San Francisco

Main Street Asked for a Super

It isn't news when a man wants to enter the hardware business but it is news when a town's business men search out a successful, progressive merchant and lure him to their community. And 9,000 Waukesha, Wis., citizens were on hand to welcome their new super hardware store and hardware dealer

USUALLY when a hardware dealer wants to open a new store, he visits many communities looking for a suitable location. However, this is

a story of a city which looked for and found a hardware dealer who would operate a modern store in its midst.

He is Art Olson who opened an Ace store in Waukesha, Wis..

county seat of Waukesha County, one of the state's best milk producing centers.

Mr. Olson had been in business in Evanston, Ill., in a partnership, when he got a call from



In oval—The hardware store that Main Street, Waukesha, Wis., wanted is 32 by 150 ft of modern selling space and has two entrances, the rear one leading off a 250-car park.

Below—View behind the full-vision glass front. Behind the sales room is a self-contained stock room. Appliances, radios and television are just in back of the display windows.



Hardware-and Got It



The store boasts two large combination wrapping-display tables. This one is at the front of the store. The other one is at the rear for the convenience of customers using the car park. Shown in circle is Art Olson, owner of the new Ace store. A hardware man for 22 years, he was formerly in business in Evanston, Ill.

an official of the Ace Hardware Corp., Chicago, about a letter received from a group of Waukesha merchants seeking someone to open a hardware store in their community.

Visiting the city to survey its business prospects, Mr. Olson found that while it already had two small hardware stores, each doing a good merchandising job, there was no large, modern store. Main Street, he also noted, had recently been widened and improved; better street lighting had been installed and this had induced other merchants to modernize their premises. It was those merchants who wanted a streamlined retail hardware operation to join the community.

He called on the Association of Commerce, industrial and other leaders. He talked with workers in the local factories and interviewed farmers and householders; visited the various club rooms and chatted with their members. The consensus of opinion was that just about everyone was eager for a super hardware.

Good Location

His mind made up, Mr. Olson's next step was to get in touch with the landlord who had a long term lease on an empty lot in a very good location on Main St. The landlord built a fine masonry building with a modern store front and the Ace Mer-

chandising Service planned the store layout and supplied the fixtures.

Then, on March 17-18, the store was opened with a two-day celebration that drew more than 9,000 people who came to see what is regarded as one of the most modern and largest of the Ace stores. Visitors were served doughnuts and coffee from carts which trimly clad waitresses wheeled up and down the aisles.

An unusually interesting feature of the opening was the use of a tape recorder to broadcast special music and commercials in the store. The local radio station, WAUX, recorded the special music on the tape and the station announcer handled the



The store's rear, facing on a parking lot, has its own display windows.

spot announcements. The cost of making the several spools was about \$10.00, and the cost of the tape recording machine about \$200.

About 20 visiting Ace dealers from Wisconsin and Illinois helped the Olson staff handle and wait on the huge crowds. They expressed interest in the tape recorder as a valuable technique in putting across store promotions during special sales events and expressed their desire to try it out in their own stores.

The store building is 32 by 200 ft. with the selling area as wide but only 150 ft. deep, thus allowing for a rear stockroom 26 by 50 ft. An 8 ft. wide and 50 ft. long passageway leads from the sales floor to a 250-car municipal parking lot behind the store and is also used to display various farm equipment items such as stanchions, watering cups, woven wire and poultry brooders.

Because the rear entrance is a very important spot—it leads into the store from the parking lot—the store has two display windows there.

At the front of the store are

the appliance displays, and radio and television sets. The full-vision front makes this particularly advantageous, for this

Two continuous fluorescent strips light the entire store with the help of indirect lighting highlighting the merchandise in the wall fixtures. The display islands are of varying height, making it possible to use them more effectively. At any time, additional shelves may be added to make the islands higher.

There are two large wrapping tables—one up front and one at the rear. The former is used for impulse display on the floor-to-table shelves and on the table itself. The wrapping table at the store's rear is for the convenience of customers entering from the parking lot. Having two wrapping units in a store its size encourages self-service and enables the staff to take care of more customers during rush periods.

Mr. Olson is doing quite a bit of advertising throughout Waukesha County. He uses the local

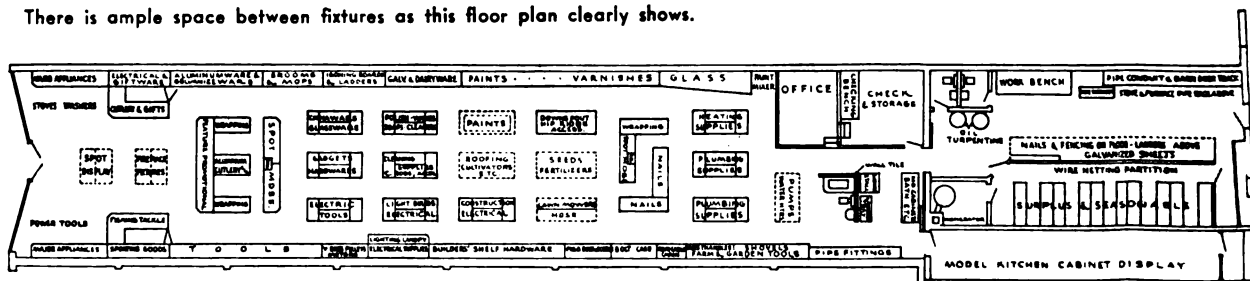


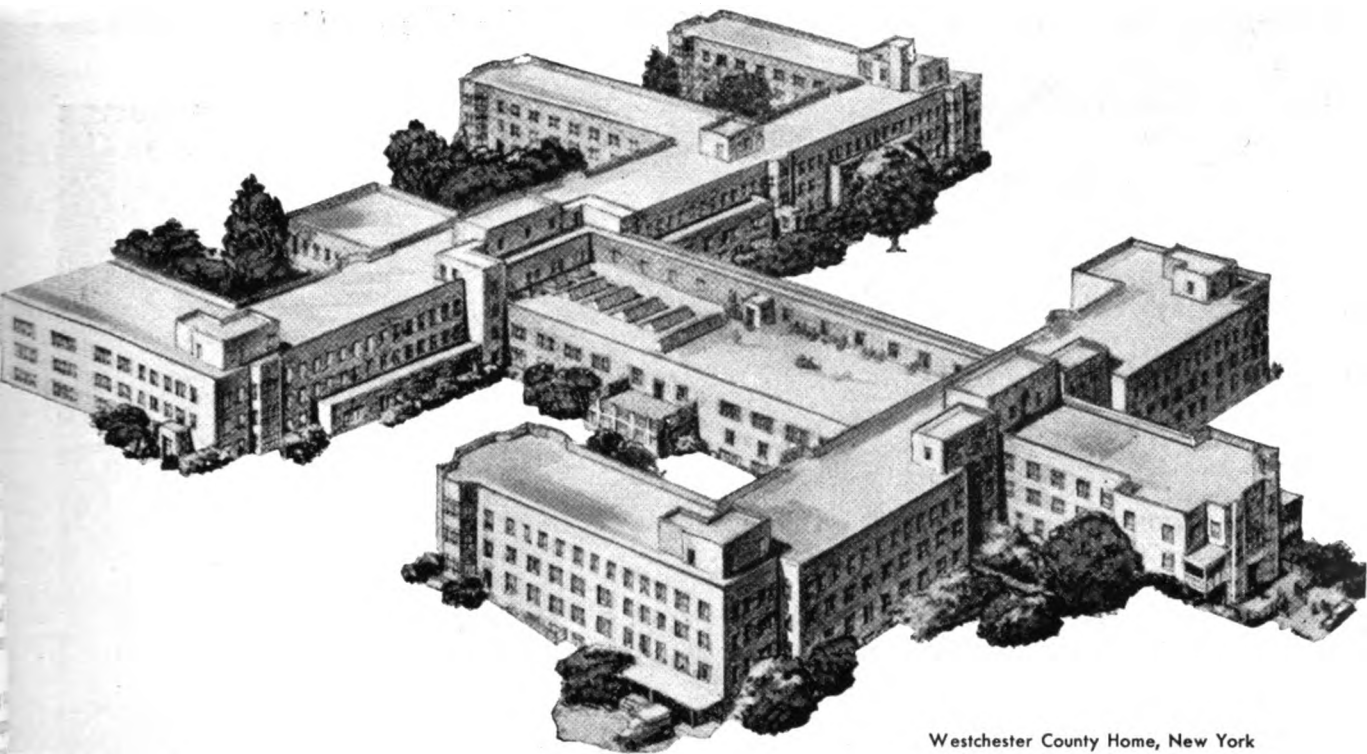
The two-day opening celebration drew, 9,000 interested Waukesha citizens to the store. Special demonstrations were held for the women and all were served coffee and doughnuts by waitresses trundling coffee through the aisles.

merchandise can readily be spotted by passing traffic. These unobstructed windows also make it possible to keep most of the store on display.

radio station frequently as well as a daily and a weekly newspaper. In addition he is also using Ace circulars and catalogs for direct mailings.

There is ample space between fixtures as this floor plan clearly shows.





Westchester County Home, New York
Architects, Morris & O'Connor; builder, William L. Crow

These windows will travel 1,000 miles this year

	<p>Operator 4703W is a precision-built instrument. Its internal gearing was originated by, and is an exclusive feature of, the Getty Company. Because every component of this operator is of the highest quality, its maintenance cost is negligible.</p>
<ul style="list-style-type: none"> • Full length of case-hardened steel worm engaged at all times with internal gear • Teeth precision machined at exact operating angle • Housing of Zamak alloy, solid bronze or brass • Heavy brass channel guide; cadmium-plated steel operating arm 	<ul style="list-style-type: none"> • Internal gear construction • Operates through screens • Operates on casements carrying butt or extension hinges • Easily installed, lubricated for life • Corrosion-proof

ENDURANCE IS *one* characteristic of a fine operator. Year in, year out, during dry spells and damp days, in sunshine and snow, an operator must respond instantly to the touch of a finger. It is a life of stop and go, of twists and turns, of open, close, open, close . . .

That's why architects, builders, contractors, casement manufacturers, building material dealers, hardware jobbers and dealers specify, use and carry the Getty line. That's why *Getty operators are found on more casement windows than all other operators combined.*

Write for our descriptive brochure **G**. It contains complete information on our three operators (internal gear, external gear, horizontal drive) and our specialty hardware for every type of wood and metal casement.

H · S ·



& Co., Inc.

3348 NORTH 10th STREET

PHILADELPHIA 40, PA.



NEW Pepper Mills and Salt Shakers

Fine cookery now calls for freshly ground pepper, so everyone's buying Pepper Mills. Housewives remember previous shortages when whole peppers were nearly always available . . . this sells even more Pepper Mills.



hardened steel give an even grind. Top adjustment dial switches the grind from coarse to fine by the flip of the finger. No need to turn over. Same dial used for filling. Stands 4" high.

To meet this demand, Rio Grande has created an American made and American designed Pepper Mill. The bowl is a solid piece of handturned maple and the polished metal parts will not tarnish. New style spiral gears of case



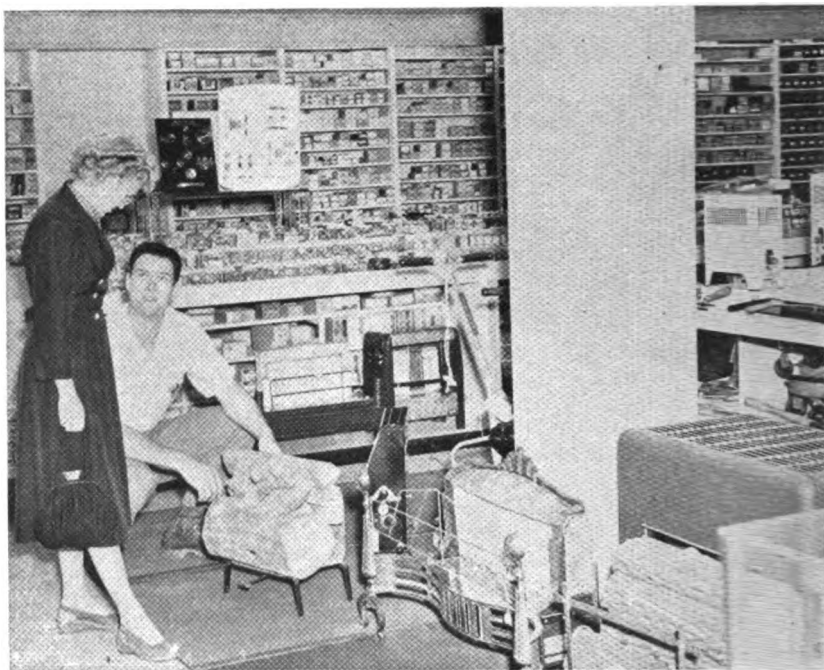
Hand decorated to match America's fastest selling dinnerware patterns. Boxed individually or in sets with matching salt shaker. Also available in ceramic bowls.

Send for catalog showing Pepper Mills and over 175 other items of fine woodenware.

WHITE STUDIOS
2421 MCKINNEY AVENUE
DALLAS, TEXAS

Heating Radiants a Big Line

(Continued from page 116)



A variety of gas heaters is given this attention, just inside the store entrance.

carries he divorces himself from this replacement business. Surely the dealer's responsibility toward his customer can't be dismissed so lightly. When a customer buys a heater it is with the tacit understanding that radiants, at least, will be available for a reasonable length of time."

By locating the display in a section of the store which requires a customer to walk past numerous other departments the Thomas firm exposes store traffic to numerous other suggestions.

Each radiant is plainly numbered, making it easy for customers to locate one from stock.

Since most of them are purchased by women customers the traffic building possibilities of the display are tremendous.

In addition to featuring its wide assortment of radiants the store shows them, together with heaters and stoves in a window much of the active selling season.

Last spring, says Mr. Thomas, "we were happily surprised to find that many people bought radiants before putting their heaters away for the summer. This was to make the units usable in the fall as soon as needed, without the necessity for first chasing after parts."

Handicraft Window Display Draws Traffic



This window of American National Hardware Co., 2nd and Market Streets, San Francisco, built around a handicraft item, proved to be a very effective traffic stopper. Based on Masonite Presdwood, the window display offered free plans. Some 200 requests for these plans were received while the window was up. The store management reported that the display boosted sales of Presdwood and was also beneficial in selling related hardware lines.

Books for the Hardwareman's Library

"The Ropemakers of Plymouth," by Samuel Eliot Morison. A well-written history of the Plymouth Cordage Co., of North Plymouth, Mass., which has been in business since the days of the clipper ship. This book traces the development of the company from the first difficulties of breaking into the market in 1824, through the last war and post-war years. It is an interesting study in the technological and labor aspects of a 125-year-old industry, as well as a book on ropemaking. There are a number of illustrations, plus a helpful appendix of useful knots and how to tie them. (Houghton, Mifflin Co., 2 Park St., Boston, Mass. \$3.)



"Target Shooting Today," by Paul B. Weston. This book is written by an outstanding revolver marksman and trainer and is intended to teach the average marksman how to become confident and adept with a pistol. The author gives step-by-step instruction in perfecting shooting techniques and discusses new and old shooting theories in simple language. The book is amply illustrated. (Greenberg, Publisher, 201 East 57th Street, New York 22, N. Y. \$2.)



"Effective Retail Advertising," by Irving Settel. Written to serve the needs of small merchants, this 216 page text covers every phase of retail advertising procedures, from preliminary planning to actual production. The author goes into the various forms of advertising, and offers specific suggestions for other promotional activities in this very complete book. It is an excellent guide for those who wish to keep their advertising as effective and inexpensive as possible. Fairchild Publications, Inc., 7 E. 12 St., New York 3, N. Y. (\$4.75)

Now! K-VENIENCES for KITCHENS too!

Now . . . every kitchen can be modern, convenient, uncluttered . . . with smart, new space-saving K-Veniences! K-Veniences work the same storage magic in kitchens that they work in closets . . . provide a place for everything from dust mops to dish towels . . . keep utensils out of the way, yet in easy reach. Finished in gleaming chromium . . . easily and quickly installed with a screwdriver.

#790 Disappearing Pan Rack
Holds 14 utensils, glides in and out at a touch! Easily attached under cupboard shelf.

#798 Disappearing Towel Rack
Towels slide out for easy selection! 4-bar model can be mounted under shelf.

#793 Disappearing Towel Rack
Three bars for your towels. Fastens to either side wall of any cupboard.

#753 Extension Rod—ideal for freshly ironed clothes.
#550 Swinging Towel Hanger—4 swinging arm clamps hold towels securely.

Feature K-VENIENCES . . . the complete line . . . the quality line . . . for over 15 years, THE name in household fixtures!

• Attractive new counter display has Kitchen K-Veniences on both sides . . . takes less than 2 sq. ft. of space . . . sells K-Veniences faster!

**KNAPE & VOGT
MANUFACTURING CO.**



Write for prices and descriptive literature!

GRAND RAPIDS 4, MICHIGAN



Signs like this are placed in windows and the store interior by local clubs which stage sales at the store. Similar signs bearing the firm name also call attention to the sales.

Community Services Build Traffic

Heimbrook's, advertised as "The Friendly Hardware Store," profits by letting local groups use window and interior space to advertise their activities

IN Chillicothe, Missouri, Heimbrook Hardware has on its letterheads and statements the slogan, "The Friendly Hardware Store." And its owner T. W. Heimbrook means just that.

Much of the year the store advertises local church and other group bake sales, and other fund raising activities, with interior signs and window display space. About 15 homemaker and rural clubs periodically avail themselves of facilities offered by Heimbrook's. When these groups wish to raise funds through bake and other sales they are given window display space as well as



E. J. Seidel, assistant manager, stands beside a stove display. The firm stages an intensive oil space heater outside selling campaign in July.

A decorative font specimen showing various styles of letters and numbers. The styles include bold, outlined, and shaded versions of the letters A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, and the digits 0-9. The letters are arranged in a grid-like fashion, with some letters appearing in multiple styles. The numbers are also arranged in a grid-like fashion, with some numbers appearing in multiple styles. The overall design is highly decorative and ornate.

HALL-WESSEL CO.
2716-26 W. NICHOLAS STREET,
PHILADELPHIA 21, PA.

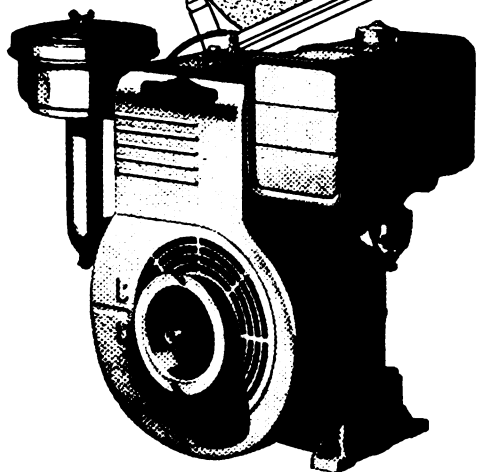
In Canada:
GEORGE S. HALL CO.
St., East, Toronto 1

**THIS
DISPLAY
SELLS
BLADES**



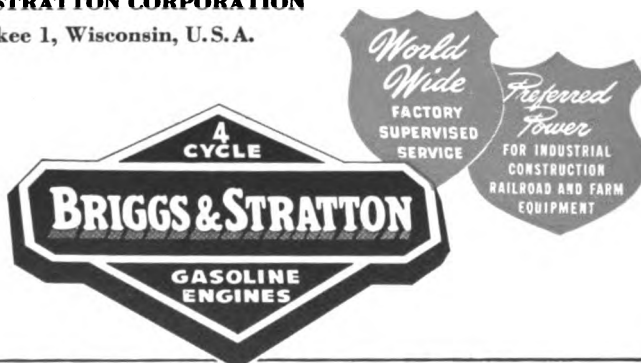
Franklin, New Hampshire
General Sales Agent
John H. Graham & Co., Inc.
105 Duane Street, New York 8, N. Y.

TIME-TESTED *Value* IN AIR-COOLED POWER



You are sure of the very best in engine value and performance when you insist on Briggs & Stratton — the best-known name in single-cylinder, 4-cycle, air-cooled engines. This wide acceptance of Briggs & Stratton engines for dependable performance has been created by an engineering and manufacturing experience record of more than 32 years, acquired in the building of more than 4¾ million engines.

BRIGGS & STRATTON CORPORATION
Milwaukee 1, Wisconsin, U.S.A.



In the automotive field Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment.

Each July and August the store management conducts an outside selling campaign on oil space heaters. It has proved very productive, enabling the store to interest many people in preparing for cold weather, months ahead of the actual heating season.

Several years ago, Mr. Heimbrook remodeled his store, a venture which gave him increased display space, better lighting and better aisle arrangement. This remodeling has helped the store to attract more traffic.

How to Plan for Tax Savings

(Continued from page 94)

pct of the tax with the two remaining installments being 20 pct each. This rate will speed up each year until by 1955 corporations must pay their tax within five and one-half months of the filing date in two equal installments of 50 pct each. This is a bit of financial legerdemain by which it is hoped to achieve an easier balance in the fiscal year Federal budget. It may be considered the equivalent of putting individual taxpayers on a pay-as-you-go basis.

What Excess Profits Tax?

When Congress reconvenes in November, it has promised to take action on an excess profits tax. This tax probably will be made retroactive either to July 1 or October 1. What form it will take cannot be known now, but it would seem that it will follow somewhat the same lines as that of World War II's excess profits tax.

In 1945 there was a specific exemption of \$10,000 before a corporation became subject to excess profits taxes. In addition to this, a credit for 8 pct of invested capital was allowed. In other words, if a corporation had \$50,000 of invested capital, it was allowed \$4,000 (8 pct of \$50,000), plus the specific exemption of \$10,000, making a total exemption of \$14,000 before a tax was paid on excess profits.

An alternative formula for the computation of what was "excess" was provided based on average earnings from 1936 to 1939. Discussions of the 1950 tax bill have favored averaging perhaps two-thirds of average

profits from 1946 to 1949 before an excess profits tax is paid. This will mean that few small corporations will have to pay an excess profits tax, if it is enacted, but it is nevertheless a consideration to be kept in mind.

Hardware dealers with several stores operating within a single corporate structure might wish to split up their interests into several corporations in order to secure the "specific exemption" for each of their corporations. This is a highly technical maneuver and should not be embarked upon without consulting your accountants and attorneys.

3-Way Advertising Program

(Continued from page 109)

ware store; others are geared to specific lines and brands of merchandise.

Typical of the general announcements, over Radio Station KGEM, Boise, was one used last July. Written by a member of the station's staff. It stated: "For one-stop service on plumbing supplies and installation, see Mullinix Hardware, 3101 State St. in Boise. There you'll find nationally famous plumbing fixtures that are decorative as well as durable—at prices you can afford to pay! And they will be installed in your home quickly and efficiently by a licensed plumber. For all hardware and plumbing supplies—see Mullinix Hardware first—3101 State St. in Boise."

The Mullinix highway location is particularly good since there isn't another hardware store on that highway for 115 miles north. Thus the store's trading area is of tremendous size.

\$20,000 Sales in Dinnerware

(Continued from page 111)

floor island have a choice display spot near the front entrance.

"The way dinnerware responded to promotion surprised me," Mr. Norton reports. "It turns faster than anything else we sell in the store." He confessed that he would not attempt to operate the department without a woman in charge, one who



LAYER-BUILT PADS

4800 square inches of working surface in every package!



TOP QUALITY plus BIG VALUE!

Sun Ray Steel Wool *quality* and *value* keep customers coming back. Long, strong, precision-cut steel wool strands make up these big, cushiony layer-built pads. Each pad contains 300 square inches of top quality working surface. Simply fold back used surface exposing fresh, clean layer. All grades from 0000 to 3 are available and are packed sixteen pads to a package.



ONE POUND BULK TUBES

Sun Ray one pound bulk tubes for home, shop and general use contain only top quality steel wool. Seven grades are available, from 0000 to 3, also fine, medium and coarse shavings.

JEX HOUSEHOLD PADS

Economical Jex steel wool scouring pads are favorites with housewives everywhere. Packed sixteen full-bodied pads to the carton, they are ideal for household cleaning, scouring and polishing. "Use one a day, then throw away" sells Jex for you.



ORDER SUN RAY STEEL WOOL PRODUCTS TODAY!

Sun Ray

STEEL WOOL PRODUCTS MANUFACTURED BY
THE WILLIAMS COMPANY
215 W. FIRST ST., LONDON, OHIO



**HERE'S A SIGN
YOU'LL NEVER SEE!**

No sir, you'll never have to "unload" Lamson bolts at a loss because there's a new model coming out or because they're "out of season".

Bolts, nuts and screws are year 'round "best sellers". They're one of the 10 most called-for hardware items . . . which means fast turn-over and quick profits. And remember, with bolts there's never any breakage, leakage or other loss for the retailer to bear.

That's why we say: carry a full line of Lamson bolts, nuts and screws . . . *prominently displayed*. Be "Bolt Headquarters" for your community and add up your PROFITS!

THE LAMSON & SESSIONS COMPANY
General Office: 1971 West 85th Street, Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham

LAMSON & SESSIONS



understands what her customers want.

Mr. Norton lets Miss Dwiggers manage the department as she wishes, yet often uses some of his own ideas, such as price-marking every item clearly. A price of \$3.95, in large black letters on a colored pitcher seen in a current women's magazine, has more sales value than a 59¢ pitcher placed on the display shelf without a price mark, he pointed out.

Colored glassware to match the dinnerware is a recent addition to the department that is selling fast. "I feel that color on the table is here to stay a long time," Miss Dwiggers says. "We are careful not to stock heavily on items in the fad class. But anything played up by the current women's magazines represents sales for the dealer who promotes them."

Displays—Drawing Card for Appliance Sales

(Continued from page 95)

regular staff to follow all prospect leads and still keep the appliance department well-staffed.

"We find that having one man do inside and outside selling makes a better salesman," observes Mr. Waters. "The men look forward to this change of pace and it shows up in the fine results they achieve."

Weekly conferences between the store owner and the sales staff are held so that sales problems may be ironed out and sales tips exchanged.

The store has service facilities for its appliances. One of the first duties of the salesmen, when making outside calls, is to visit customers and make sure that they are satisfied with their purchase. Such visits often bring to light small and large service problems, which when properly adjusted, maintain and build good will.

Mingles Shelf Warmers With Fast-Moving Lines

One merchant has discovered an effective way to sell shelf warmers. He places some of these items on display with fast-moving lines. The slow-moving items are thus subjected to greater store traffic and sell at slightly reduced prices.

Store 50 Years Old Honors Local Anniversaries

When a large store observed its 50th anniversary with a big sale, it invited all trade area couples who had been married 50 or more years to celebrate with store officials at a big banquet and party at a local hotel. The event brought out 175 couples of all types and descriptions. Each couple received flowers, and they were also wine, dined, and danced. An old time fashion revue, showing fashions of past years was a feature of the evening. Entertainers sang songs which were popular at the turn of the century and shortly after, and also did cake walks and other dances of that era.

Local newspapers played up the celebration with front page stories and from five to eight pictures.

Giant Size Photos Aid Sales, Arouse Interest

One retailer utilizes high-up wall display space by putting thereon blown-up 8 x 3 ft photographs of merchandise in use by special customers. The photos have been blown up from 8 x 10 in. negatives and printed on brown sepia paper.

The merchant says that customers whose merchandise is thus shown are very flattered. Customers are shown in some of these pictures to add human interest. Through the idea, the store utilizes otherwise wasted wall space to help sell more merchandise. Each photo is identified with 4-in.-high lettering. A photo book on a table at the center of the store carries 8 by 10 in. black on white originals of all the displayed wall pictures—and many more photos as well.

Free Afternoon Movies

As a service to his community, one merchant exhibits free movies two afternoons a week in his large store. Featured are short subjects, newsreels and sports events. Offering no competition to local theatres this little idea is a good traffic builder and also helps interest people in the store's camera supplies department.

Build BIGGER VOLUME EXTRA PROFITS with the ONLY TRADE-MARKED LINE OF BLUE STEEL KITCHENWARE



Now your customers can tell at a glance which is ordinary kitchenware ...and which is "blu pride", the quality line preferred since Grandma's day! For now all Parkersburg blue steelware bears the trade mark "blu pride" ...symbol of the finest, the oldest line in low-priced kitchenware.

- No other line of blue steel kitchenware is trade-marked!
- No other line is nationally promoted!
- No other line gives your customers so many quality features at such low, low prices!

FEATURE THESE "blu pride" BEST SELLERS

A Reminder to CHECK YOUR STOCK of Parkersburg's Famous MASTR-LOK Stove Pipe and MASTR-LOK Elbows



The original—and still the biggest selling stove pipe with patented locking device. ☆ MASTR-LOK Elbows come nested 12 to a special, octagonal carton — insuring lower shipping costs, plus cleaner, dent-free elbows! If you do not carry MASTR-LOK Stove Pipe, write for further information and names of nearest wholesaler.

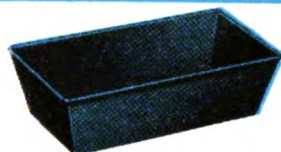


Sensational New **PORT-O-OVEN**
the oven of a hundred uses!

- Top-of-Stove Potato Baker
- Food Warmer and Crisper
- In-oven Roaster and Baker
- All-purpose Outdoor Grill Oven and Baker

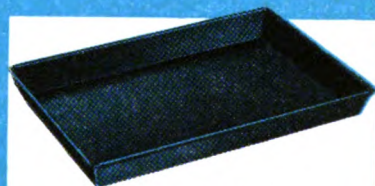
Shipped nested

Retails about **\$1.49**



SINGLE LOAF PANS

5½ x 9½ x 2¾



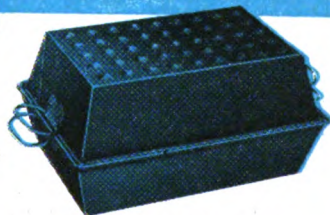
BISCUIT PANS

9 x 14 x 1½



DRIPPING PANS

8 x 10 x 2½ 12 x 17 x 2½
10 x 14 x 2½ 16 x 17 x 2½



DOUBLE ROASTERS

No. 2—8 x 12 x 6 No. 6—11 x 16½ x 8
No. 4—10 x 15 x 7 No. 7—13 x 18 x 8

Ask your wholesaler for prices,
or write direct, giving us the name
of your wholesaler.

THE PARKERSBURG STEEL COMPANY

PARKERSBURG, WEST VIRGINIA

The Home of MASTR-LOK Stove Pipe and "blu pride" Steelware



Advertising Pays Off For Kollmeyer Hardware

Here's how a Nebraska dealer, operating on a 3 pct budget, uses radio, newspapers, movie ads, direct mail and a city hostess service to keep sales at peak level

A COMPREHENSIVE advertising program — radio, newspapers, direct mail, movie screen ads, and also a City Hostess service is used by Carl Kollmeyer Hardware of Fremont, Neb., a city of 17,000 population.

Carl Kollmeyer says that his store spends about 3 pct for advertising and, as a result of its well planned program, store volume has been holding even with last year and may possibly exceed it.

Mr. Kollmeyer so plans his advertising that it interests established customers and newcomers as well. The store's radio program "People Know Everything," broadcast locally five days a week, Monday through Fridays at 9:30 a.m. over a Fremont radio station, KFGT, is a quiz program involving both state and national historical information.

One large appliance manufacturer's products are advertised on the program three days per week, for which the store receives an ad allowance. Exclusive of such aid the radio program costs Kollmeyer's about \$1,100 annually on a contract basis.

Typical of announcements made on Kollmeyer's radio program, over station KFGT, is the one shown in the accompanying illustration.

"Many people mention this radio program to us, so that we know it is popular" says Mr. Kollmeyer. "We trace quite a



One of the store's open-back windows.

A Typical Radio Announcement Used By Kollmeyer's

"Planning to paint your home? . . . Take the advice of the Kollmeyer Hardware Store and at the start . . . consider the finish! Kollmeyer's expert salesmen have a true eye for color . . . and they'll tell you that harmony is vitally important. Yes, *Color* can please or repel. *Color* can make the difference between a room that's glaring and unattractive . . . and one that's restful and inviting. *Color Harmony* with (brand name) paint can even increase the value of your home. There are so many tips . . . and helpful hints that Kollmeyer's can give you . . . along with actual advice on how to achieve that special *Color* you want! Yes . . . it's important that every room in your house has *Color Harmony* . . . so let the Kollmeyer Hardware Store at 406 North Main in Fremont help you plan for it!"



How the 'Yellow Pages' are building sales for Hardware Dealers

Statements like these prove that your advertising in the 'yellow pages' of the telephone directory can reach a lot of people who are *ready to buy*.

It is an established fact that 9 out of 10 shoppers depend on the 'yellow pages' for where-to-buy-it information. That is why so many hardware dealers use the 'yellow pages' to increase sales.

Your advertising in the 'yellow pages' of the telephone directory is at the finger tips of prospects in your own town... it reaches newcomers and the visitors in town as well.

Are you advertising under all the classifications where prospects are likely to look for the products and services you offer?

FOR FURTHER INFORMATION, CALL YOUR LOCAL TELEPHONE BUSINESS OFFICE.



few sales to the spot announcements broadcast during the program. In each radio commercial we try to feature a single item or line. We find this makes a better impression on listeners than to try to publicize too many things in just a few words."

Newspapers, direct mail and movie screen advertising used by Kollmeyer's are along conventional lines and so consistent that these messages reach a large part of the Fremont trading area.

PRATT & LAMBERT

Finest Quality

Outside White



\$4.85

Per Gal.

Colors and Primer
At The Same Low Price

Alston-Lucas

Outside White **\$3.95**
In 5-gal lots, Gal.....

Red Barn Paint

Pratt & Lambert.....Gal. **\$2.15**
Pitkin's.....Gal. **\$1.75**
Barn Red.....Gal.

We ADVISE YOU . . .
to paint before the dust and insects mar the finish.

ORDER PAINT NOW
at these **LOW** prices.

Carl

KOLLMAYER
QUALITY HARDWARE
406 N. Main Phone 856

Typical of the newspaper advertising done by Kollmeyer's is this one column, 7-in. ad.

CARL KOLLMAYER

STOVES
RANGES
PAINTS
OILS

Quality Hardware

PHONE 856

Fremont, Nebraska

We wish to welcome you a newcomer to Fremont and sincerely hope that you enjoy this fine city and its advantages as much as we do.

Our store was established here about forty-five years ago and we really are equipped to serve you with the best quality in Hardware, Paints, Kitchen Utensils, Dishes, Builders Hardware and Sporting Goods. We are exclusive dealers here in General Electric Appliances, and the General Electric Refrigerators, Ranges, Water Heaters, Washing Machines, Automatic Washers, Dishwashers, Disposals, Dryers, Ironers, Radios and all small appliances are now available for immediate delivery.

We invite you to come in to see us at any time. Our store is here to serve you.

Very truly yours,
CARL KOLLMAYER HARDWARE

CK:lh

Copy of the welcome letter sent to all new residents.

The City Hostess Service, to which Carl Kollmeyer Hardware subscribes for about \$10 per month has been very effective in contacting new residents and familiarizing them with the lines and services offered by the store. Kollmeyer's receives a list of all newcomers promptly from the City Hostess, and the store sends each a personal letter like that illustrated on this page.

A few days after the letter is mailed, the City Hostess visits new residents. Along with other merchants' material, she gives each newcomer a sizable card, containing a picture of the Kollmeyer store.

The copy on the card reads: "Welcome to Fremont—We are anxious to meet you and have you see our store.

"If you will present this card, we will give you a can of (brand name) wax—the most popular article used in the home.—Kollmeyer's Hardware."

On the reverse side of the card is a list of many of the brand lines stocked by the Kollmeyer

firm. This list is impressive and gives the customer an idea of the size of the Kollmeyer store and the accommodations it offers.

Once a month Fremont Newcomers hold a meeting to which merchants supporting the City Hostess plan are invited. Refreshments are served and merchants and newcomers get a chance to become acquainted. Mr. and Mrs. Kollmeyer attend quite a few of these meetings and enjoy them.

"There is no better way for a merchant to meet newcomers and to show them that he is interested in them," declares Mr. Kollmeyer. "A newcomer in any city is usually lonesome until he and his family become adjusted. They appreciate being welcomed."

With its four-way advertising program, Kollmeyer's overlooks no possible way in its community of ever reminding people that it is a well stocked store, geared to serve the needs of both city and suburban residents.

Only UTICA gives you 1



the skill, the "know how" and the quality of the world's largest manufacturer of drop forged pliers and adjustable wrenches. A line unequalled in length and variety.



Cross section shows hardening

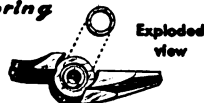
2

adjustable wrenches with jaw surfaces induction-hardened to prevent burring and thus give up to 10 times longer wear.



Cross section through joint

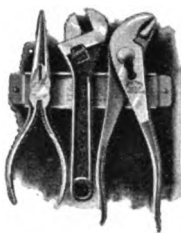
Lubring



Exploded view

3

"LUBRING" pliers, lubricated by ring of oil-bearing porous iron "floating" in the joints.



4

MagneKit—set of three popular hand tools on powerful magnetic holder with attractive merchandiser display. Sell as a unit—or sell tools or holder separately.

Nationally advertised to your customers — pre-sold to millions of tool-minded men.

Ask your jobber salesman to give you the Utica story

It pays to sell quality tools

AND THE WORLD'S BEST TOOLS ARE MADE IN U. S. A.



UTICA DROP FORGE & TOOL CORPORATION

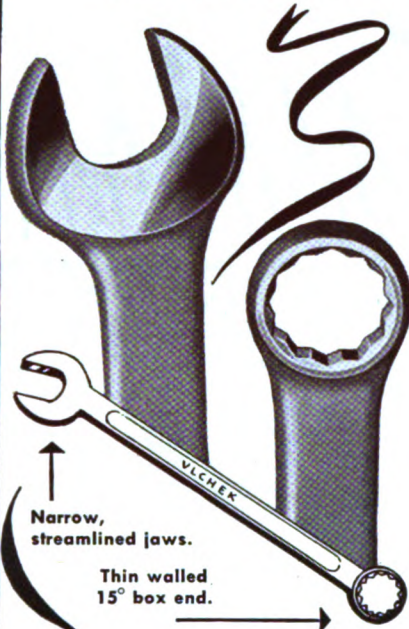
UTICA 4, NEW YORK

HARDWARE AGE, NOVEMBER 16, 1950

Digitized by Google

VLCHKEK

COMBINATION WRENCHES



HIGH QUALITY ATTRACTIVE PRICE

Combination open end and box wrench — same opening on both ends.

A combination, too, of top quality and right price—good turnover.

Expertly designed to meet the mechanic's needs—narrow, streamlined jaws on open end—thin walled 15° box end—slender, long handle for needed leverage.

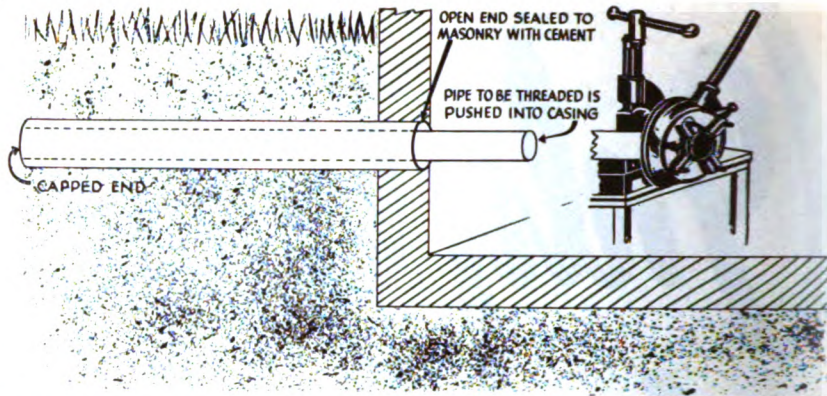
Of alloy steel accurately heat treated. Chrome plated, bright heads.

Comes in sets, too, of 3, 6, and 11. A fast mover. How's your stock?

THE VLCHKEK TOOL COMPANY
3001 E. 87th St. • Cleveland 4, Ohio

VLCHKEK

A COMPLETE LINE OF
HIGH-GRADE FORGED TOOLS



Ohlin Hardware has found this setup is a great time and space saver when cutting and threading long lengths of pipe.

Simplifies Pipe Cutting and Threading

Ohlin Bros. Hardware, Middletown, Ohio, uses the arrangement shown in the accompanying sketch to simplify cutting and threading long lengths of pipe.

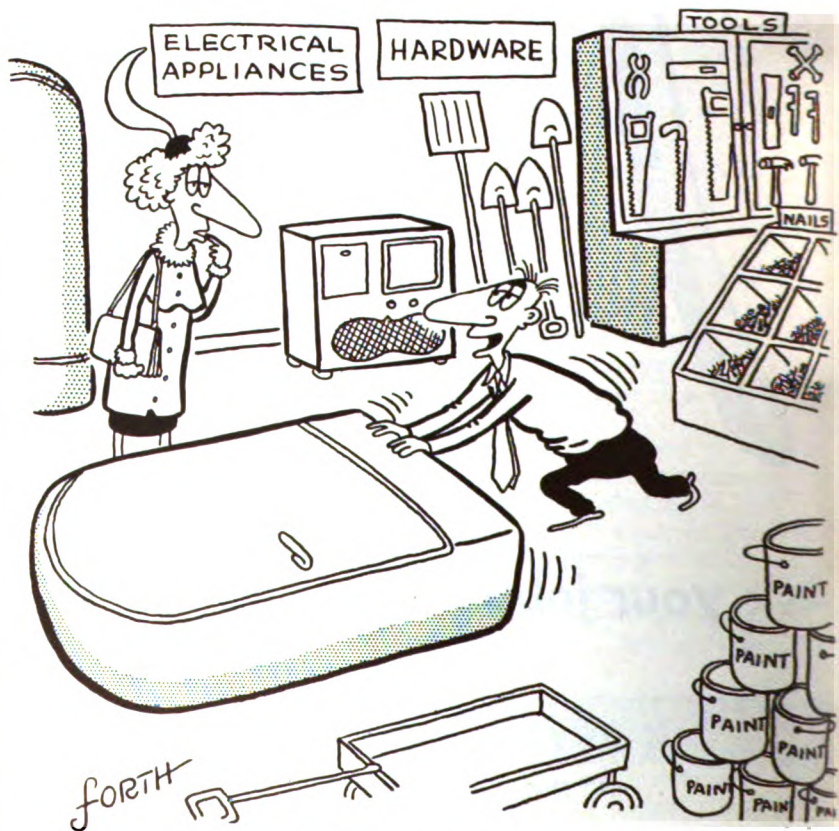
A 20-ft. length of 6-in. OD casing is buried in a trench outside the basement wall. One end of the casing is set flush with the inside wall by means of a hole through the wall. The op-

posite end of the casing is capped to keep earth out.

When a length of pipe is to be cut or threaded, it is shoved through the 6 in. casing opening set in the cellar wall and the work is done on an Oster cutting and threading machine. This arrangement eliminates the use of cluttering horses or pipe stands to hold long pipe parallel to the machine.

HARDWARE HUMOR

By Hardware Age



"Well—maybe it would fit under the Christmas tree this way!"

Listen Mr. Dealer!

HERE'S WHAT YOUR CUSTOMERS ARE SAYING ABOUT SWINGIN' SPRAY!

Does Job More Perfectly than Any Other

"This radical departure from old type sprinklers is a source of much satisfaction to us in care of our church lawn. It's easy to use, does not wet sidewalks or those on the walks... Does the job more perfectly than any other waterer I have seen, the water being spread over the lawn evenly, with just a gentle spray, quickly and efficiently soaking the ground. I also like the way the Spray may be adjusted to cover either a small area or a larger one... We've found the answer and at a reasonable price..."

J. Clinton M. Ward, Minister
Lakeland Methodist Church, Lakeland, Georgia

Pays Back Twice Its Cost

"So many people stop to watch your marvelous 'Swingin' Spray' in operation. I can't thank you enough for all the time it saves me. It waters such a large area so thoroughly. It pays back in dividends twice as much as it costs."

Mrs. F. Hall
9103 - 211 St., Bellerose, Long Island, N. Y.



Light and Easily Handled

"More than delighted with your 'Swingin' Spray'. We have found, by placing it in just two positions, the entire yard can be watered, and by adjusting it is light and easily handled..."

Mrs. C. O. Wallace
14045 Sussex Avenue, Detroit 27, Michigan

6 Neighbors Now Using Spray

"Your Melnor 'Swingin' Spray' is the most efficient lawn sprinkler I have ever used. The rectangular area control is a big saving in water consumption... Six nearby neighbors are now owners of same. The spray, in action on my lawn, caused passers by to stop their cars and watch."

H. A. Lasswell
3320 Marquette Avenue, Dallas 5, Texas



Likes to Praise A Good Thing

"I have used a spray for three years. It is all right but very heavy and awkward. Yours does the work - I like the slower motion... There are so many gadgets being offered these days that are not worth anything that I like to praise a good one..."

William E. Marsh
RFD1 Box 215, 4500 NE 63d Street
Oklahoma City 11, Okla.



Sent One to Son-in-Law

"I considered your sprinkler such a good investment I had one sent to my son-in-law... and he is delighted with its service even as I am."

Charles R. Crowley
214 Shane Building, Idaho Falls, Idaho

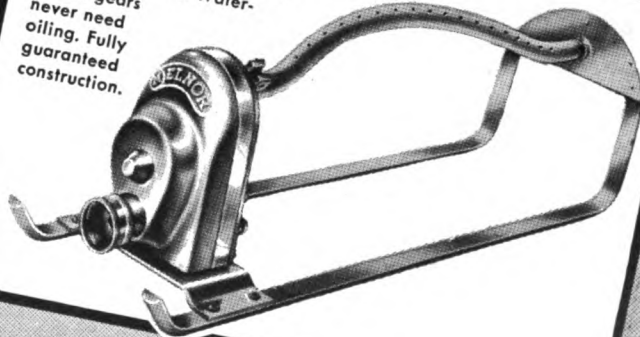
One Swingin' Spray Sale Leads To More

Enthusiastic Swingin' Spray users tell friends, neighbors... even strangers about their wonderful find. Quote these actual experiences... to sell customers who'll sell for you! Make it a point to put Swingin' Spray up front - on your counters and in your windows.

Send for your FREE Catalog Today... Plan your Spring Swingin' Spray Promotion Now!

MELNOR METAL PRODUCTS CO., Inc.
112 Lafayette Street, New York 13, N. Y.

An oscillating rectangular area sprinkler of non-corrosive stainless steel, aluminum, and brass. No plastic or fiber parts to wear out. Water-driven gears never need oiling. Fully guaranteed construction.



Remember this in planning
your 1951 garden business:

VIGORO

has made
MORE PROFITS
for **MORE DEALERS**
for **MORE YEARS**
than any other
plant food!



VIGORO sells faster —
sells easier—because it's pre-
ferred by more people than all
other brands combined!

Let the power of the Vigoro name
help you sell these two companion
products:



End-o-Pest

All-purpose dust that
provides the 3-way pro-
tection every garden
needs!

End-o-Weed

Improved lawn weed con-
trol that kills over 100
different kinds of weeds!



* There is only one VIGORO . . . the trade-
mark for Swift & Company's complete,
balanced plant food.

Presented by

SWIFT & COMPANY

Plant Food Division

U. S. Yards

Chicago 9, Illinois



This well-stocked gift department is a 12-months selling bid which keeps customer dollars from going to the larger cities.

Gift Department Sells 12 Months a Year

Because customers often asked for club or individual gifts, Hazlem's Hardware, Clearfield, Utah, a fast growing community of over 4500 population, created one of its own that has proved to be a 12-month traffic and profit builder.

Located along one side of the store, the gift displays are so complete with a variety of merchandise—vases, figurines, wall plates, china, novelties, etc.—that they can't fail to please customers looking for a gift for a wedding, a birthday or some other occasion. The large assort-

ment of gifts range in price from 50 cents up.

George Hazlem, owner and manager of the store, is very proud of this department for it keeps people buying at his store rather than going 15 miles to nearby Ogden, Utah. And, Mrs. Hazlem, who manages the department, observes that customers like to drop in and just look around, often returning later to make a purchase. Though the department is an all-year seller, it hits its peak from November through Christmas when extra help must be employed.

Cardboard Cutouts for Paint Promotion

The National Paint, Varnish & Lacquer Manufacturers Association, 1500 Rhode Island Ave., Washington, D. C., is distributing 17 cardboard paper cutouts, each figure illustrating some familiar phase of home painting or repair. The subjects range from enameling autos, bikes, and chairs, to painting walls, woodwork, screens and roofs. The figures are used with actual cans of paint. The displays, lithographed in full colors were released in three different groups with illustrated window setups and instruction sheets.



Community Traffic Builders

When merchants of a city, town or shopping center work together, promoting festivals, trade-days, and plug bargain events on the same days, then good traffic can usually be attracted in considerable volume. A town which is constantly engaged in worthwhile sales promotions, with most merchants co-operating, becomes known as a live town and an interesting one for shoppers to visit.

Here are some traffic building promotions that merchants in various sections of the nation have tried recently:



Promoting Irrigation

In many parts of the West, modern irrigation methods are opening otherwise poor lands to greater productivity. Merchants of Broken Bow, Neb., recently held Irrigation Days, which featured talks on such activities, their cost and productivity. Tours of several model farms were also made to give visitors first hand evidence of what part irrigation is playing in modern agriculture.



Save a Farm Project

When the Waco, Tex., Chamber of Commerce and agriculture officials put on a widely advertised Save-a-Farm conservation project, reworking a farm in one day, 10,000 people witnessed the big event. Terracing, fencing, sodding, seeding, landscaping, installation of orchards and pastures and other improvements to increase the potential productivity of the farmsite were demonstrated by men and machinery.

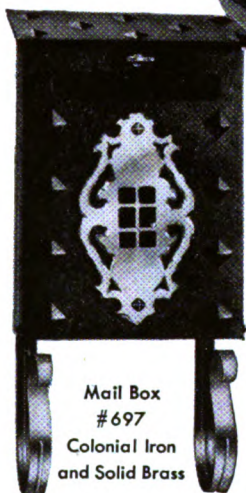


Hospitality Training

Merchants of Deadwood, S. D., are alert to the sales opportunities inherent in their location as a tourist area. Each spring the local chamber of commerce stages a Tourist Hospitality

McKINNEY'S NEWEST MAIL BOX *Gift* PACKAGED

FOR
YEAR 'ROUND
SALES



Here's your chance to tap a new source for more profits by displaying the newest McKinney metal mail box as a Gift item.

McKinney has provided the gift idea by packaging this handsome mail box in a smart, four-color Gift Box with lots of eye-appeal.

The attractive newly designed mail box is made of Colonial Forged Iron with solid brass trim and magazine rack . . . makes an unusual and useful gift. It gives you a substantial unit sale with a good profit. Retail at \$9.80 east of the Rockies. Solid Brass Mail Box No. 696 also available in Gift Box.

They'll go fast—act now—send an order to your jobber without delay.

McKINNEY

MANUFACTURING COMPANY

1400 Metropolitan Street, Pittsburgh 33, Pa.



Designers and Manufacturers of Quality Hardware Since 1865

HIT THE BULL'S-EYE WITH

Wickwire PRODUCTS

With Wickwire hardware products you hit the bull's-eye every time in lasting customer satisfaction and profitable repeat business.

These fast-selling hardware items have gained outstanding preference because of their proved reputation for long-wearing, dependable service.

You make a better sale when you sell these popular and famous brands. You build customer good will . . . win friends who come back to buy again.

Perfection
Door Springs



Quick Hitch Gate Springs



American Gold Strand
Insect Wire Screening



Wissco Flexible
Wire Clothes Line

Clinton
Hex Mesh Netting



Miscellaneous Wire Brads & Nails

WICKWIRE HARDWARE PRODUCTS



A Product of the WICKWIRE SPENCER STEEL DIVISION of THE COLORADO FUEL & IRON CORPORATION

In the East — WICKWIRE SPENCER STEEL DIVISION • 500 Fifth Avenue, New York 18, N. Y.

In the West — THE COLORADO FUEL AND IRON CORPORATION • Denver 2; Colorado

On the Pacific Coast — THE CALIFORNIA WIRE CLOTH CORPORATION • Oakland 6, Calif.

School for retail store owners and their employees, as well as interested citizens. One of the speakers at a recent school spoke on the necessity of protecting forests and wild life and educating the traveler along these lines. Other speakers stressed historical values of the Deadwood area and how to make them appeal to tourists. Ways of handling tourists, requests for information, etc., were also detailed.



Rural Neighbor Days

A program of interest to farm men and women was offered at Clintonville, Wis., through a Rural Neighbor Days event. Agricultural experts talked to the men about dairy problems, while the women's agricultural extension service put on a noon luncheon for the ladies, staged a style revue featuring clothes women could make themselves. A fashion expert talked on home remodeling. Other entertainment was presented. The big show was held in the Clintonville armory, where a huge farm equipment show was held at the same time. The event brought hundreds of farm families to town to look and to learn.



Indoor Circus

When merchants of Grand Island, Neb., put on a huge indoor circus last year, the Chamber of Commerce mailed 18,000 free tickets to school children in 11 counties. This gesture brought thousands of children to Grand Island with their parents. It created much goodwill and helped local stores make numerous sales.



Farm-City Get Together

Very few promotional bets were overlooked by merchants of Urbana, Ill., at their Farm City Get-Together last spring. Held at the Urbana Armory, the meeting attracted over 600 people, featured a panel discussion on agriculture-city relations, agricultural topics and government. Merchants had display booths at the armory as well.

In the evening, a Farm City-Mixer was held, with an instructor on hand to start the evening

with a period of instruction for people wanting to learn how to square dance.

Red Canes

When members of the East Side Businessmen's Association, Madison, Wis., put on their 28th annual festival recently, every member sported a red cane for one month before the event. The canes advertised the event and quickly aroused public interest.

Store Lighting Program

A new planned store lighting program has been released by the Edison Electric Institute and Better Light Better Sight Bureau. Designed for use by electric power and light companies, manufacturers of lighting equipment and others in the electrical industry, the new program is the third in a series of five aimed at promoting planned lighting in the school, store, office, home and factory markets.

Offered as part of this program are five new mailing pieces which feature planned store lighting; describe the advantages of planned window lighting; show the merchant how he can benefit by using accent lighting in his store and present the 1-3-5-10 formula for planned lighting in stores. These mailing pieces are priced at \$3 per hundred.

HARDWARE HUMOR

By Hardware Age



"Hello, Sure-Catch Mouse Trap Co.? Who's the wise guy in your shipping department?"

TWINE
THAT
Sells

HERE IT IS—

THE King Cotton TWINE ASSORTMENT



This well balanced twine assortment has been assembled to help you sell more twine. Packed in this attractive display shipper are the following year 'round sellers:

- 6 balls Jute Garden Twine
- 6 balls Polished India Twine
- 6 balls Red Gift Cord
- 6 balls Green Gift Cord
- 12 balls Cabled Household & Kite Twine
- 12 balls Parcel Post Twine

Stock this fast moving Twine Assortment... King Cotton Twine is packaged and priced to sell!



King Cotton
CORDAGE

JOHN H. GRAHAM & CO., INC.
105 DUANE STREET • NEW YORK 8, N. Y.

Send for the
King Cotton Catalog

ANY WAY
YOU LOOK AT 'EM

LIFE-TIME[®]
ALLOY STEEL
WRENCHES

**BUILD
EXTRA**

**SALES
PROFITS
REPEATS!**

Order From Your Wholesaler
BETTER BUY
BILLINGS[®]

THE BILLINGS & SPENCER CO.
Hartford 1, Conn., U. S. A.

EMBURY
"LOCKED-IN"
BAIL EARS



- ★ Bail Can't Pull Out
- ★ "Locked-In" Construction
- ★ Extra Frame Strength

For More Air Pilot Facts Write
EMBURY MANUFACTURING CO.
WARSAW ★ NEW YORK




A sidewalk display of this type brings people into the store.

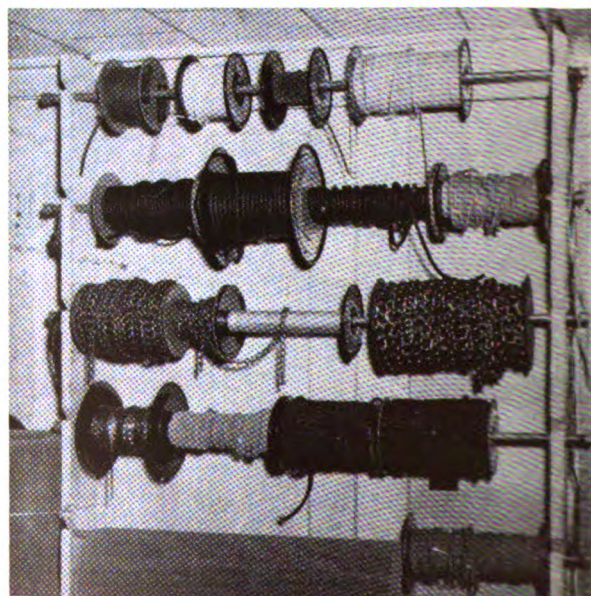
Sidewalk Display Sells Cane Poles

This simple but effective and durable display rack for long cane fishing poles was made by an employee of the John Mammen hardware store, Vandalia, Ill., and has more than paid for itself

in increased fishing pole sales. Made of packing case lumber this unit is also used to display mops and brooms, on the sidewalk, when fishing is out of season. Its broad base prevents tipping.

Effective Chain and Electric Wire Display

This neat and highly visible rear of the store display of electric wire and cable, chain—and in season, insect screen cloth—helps Schechinger's Hardware & Appliance, Carroll, Iowa, encourage self service sales of this merchandise. Made of notched lumber, with metal pipe supports for stock, the unit has a white background to make it stand out more clearly.



We Moved the Pump Out of the Pit!

by J. B. Darden, Asst. Sales Mgr.
Water Systems Div., Goulds Pumps Inc.

For years, cellar drainers have been a service headache to pump dealers all over the country. There was one major reason—the pumps were in the bottom of the sump. Silt caked on the pump parts while the pumps were standing idle in dry pits—and the pumps wouldn't start when the sumps filled. Burned out motors, inoperative pumps—and flooded cellars—resulted all too often.

Here at Goulds, we had felt for some time that a better cellar drainer could be built—a drainer whose pumping equipment was *not* in the pit. And, in 1948, we were able to present our new Horizontal Cellar Drainer, the unit that meets our most exacting requirements.

Dealers Enthusiastic

The new Drainer, right from the start, received a royal reception from Goulds dealers. At a glance, they were able to see its advantages . . . to visualize what its outstanding features would mean in better service to homeowners, *less* service for them. They recognized it as a made-to-order sales opportunity, and were quick to capitalize on it. I'm sure that no drainer ever built has received such immediate acceptance and widespread demand.

Important Features

Briefly, the features that attracted so much attention were:

1. Positive protection, without the limitations and disadvantages of conventional vertical submerged type pumps, at *no extra cost*.
2. The pump is not in the pit, but on the floor, or on a shelf—not exposed to silt accumulations.
3. The motor is not over the sump . . . not affected by vapor, moisture or fumes rising from the pit.
4. Unit may be set away from sump, simply by substituting a

longer pipe between pump casing and suction elbow.

5. Pump and motor accessible at all times. Pump can be dismantled (if it's ever necessary) without disturbing pipe connections.

6. Standard motor . . . positive, self-priming centrifugal pump . . . bronze fitted construction . . . grease lubricated seal . . . safe ratings.

7. Priced right . . . in line with conventional-type drainers—with the full backing of Goulds' 102 years of engineering experience.

A Display "Natural"

Goulds Horizontal Cellar Drainer is especially adapted for display. It sells itself, when prospects can see it in operation. In answer to dealer demand, we're offering, at cost, a striking display stand that makes display both easy and effective. It's easily assembled, and attracts plenty of attention. Why not write our Sales Promotion Dept., Seneca Falls, N.Y. now? Be ready for the flood season this year. Customers won't wait—they *can't* wait—when their cellars are flooded!

would YOU wait for a cellar drainer?



NO DRAINERS IN STOCK...
WILL ORDER ONE
FROM THE FACTORY...
TWO WEEKS...

Your customers can't wait . . . check your inventory now and lay in stock for the wet-cellar season ahead. And plan for a bigger-than-ever Cellar Drainer volume, with the new

GOULDS Horizontal CELLAR DRAINER

GOULDS PUMPS INC., Seneca Falls, New York

GOULDS WATER SYSTEMS
102nd YEAR
FOR EVERY FARM AND HOME NEED

(Advertisement)



Mr. and Mrs. J. Schueth standing in the model kitchen of their remodeled appliance department.

Turns Trade-Ins Into Self-Service Laundry

J. SCHUETH installed a used automatic washer and drier in a back room of his New Hampton, Iowa, hardware store and found that he had developed one of the most convincing means of advertising his appliance department and selling prospects.

Not only do the used units demonstrate the convenience and time-saving qualities of home automatic laundry units but they also serve the Schueth hardware as an unlooked for source of revenue. They earn their keep.

It wasn't long after the washer and drier were in use that the women in the neighborhood asked if they could bring their wash in regularly and pay for it as in a self-service laundry,



The used laundry units that demonstrate and pay for their own keep by serving as a self-service laundry for the ladies of New Hampton, Iowa.



MAS MARKS THE SPOT

where your Taylor sales jump 300 to 400%

HERE'S a Christmas Promotion that will step up your sales 300% to 400%! That's what actually happened to dealers who tied in with Taylor's big Christmas Promotion last year!

Full page in Saturday Evening Post features 22 exciting gift items—most of them priced from \$1.50 to \$20.

They're unusual gifts—they're red-hot impulse items—and they're backed by famous Taylor Accuracy! Other big Christmas ads in *House and Garden*, *House Beautiful*, *Field and Stream*, *Better Homes and Gardens* will sell hundreds of your best customers!

ORDER YOUR TAYLOR INSTRUMENTS NOW

And be sure to get your big free Taylor Christmas Promotion kit complete with Post ad display and many other sales helps. Hurry! Don't miss out on your share of these EXTRA Christmas Profits! Taylor Instrument Companies, Rochester, N. Y., and Toronto, Canada.



Taylor Instruments

— MEAN —

ACCURACY FIRST

IN HOME AND INDUSTRY

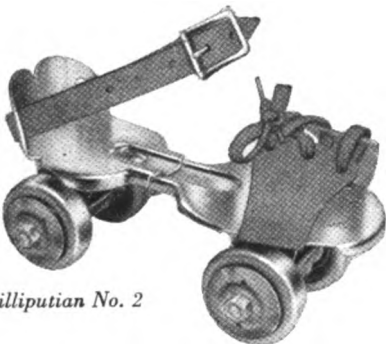


Small fry go for
Lilliputian
skates



...and so do their parents

Fast moving off the shelves of dealers as they are on the flying feet of moppets, Lilliputians are true extension sidewalk skates, especially designed for children from 3 to 6 or 7.



Lilliputian No. 2

Safety for small skaters is built in: small diameter wheels (to lower center of gravity) adjust with foot plate for proper alignment on feet and good balance. Heel and toe straps hold small feet securely. Two models: No. 1, wheels mounted directly on axle; No. 2, genuine ball bearing skate.

SEE YOUR JOBBER OR WRITE DIRECT
FOR SKATE CATALOG

**NOW
AVAILABLE**
UNION
HARDWARE COMPANY
Torrington,
Connecticut

1951 Catalog
of Union Hardware's
Complete Line
of Fishing Rods...
Glass, Bamboo, Steel,
including a full line
of Nyglox,
tubular glass rods.
Write for your copy
today.



The hot water for the store's back-room self service laundry comes from a bottled gas hot water heater and also is a demonstration unit. The store has more than 400 bottled gas accounts, largely among farmers.

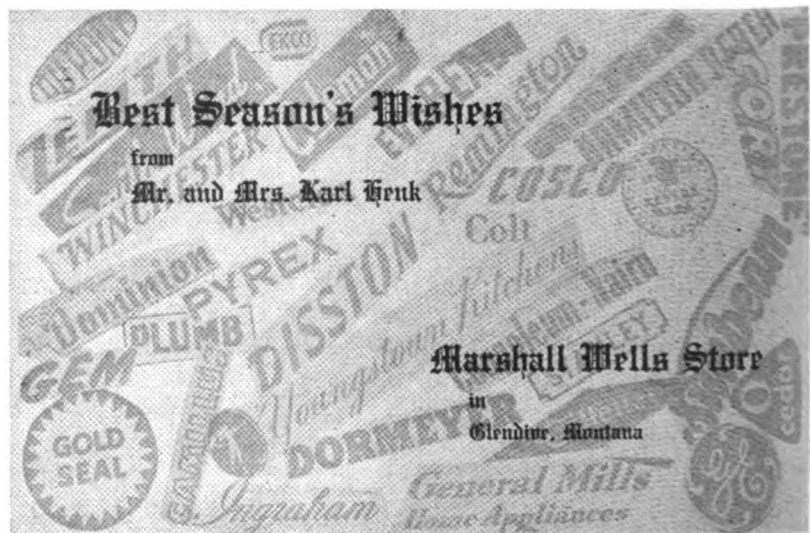
their being none in their town. As an accommodation, Mr. Schueth allows them to use the demonstration units, charging 35 cents for 9 lbs. and 5 cents a lb. for drying. While the equipment is at work, there's nothing to prevent the women from doing their shopping in the hardware store.

To provide sufficient hot water for his laundry, Mr. Schueth hooked up a water heater to bottled gas. Two large gas drums stand on a platform behind the store, just outside the laundry room. This arrangement in itself serves as another demon-

stration—a demonstration of the use of bottled gas and has proved effective in selling the store's large farm trade.

Schueth Hardware serve more than 400 bottled gas accounts in the New Hampton area and employs a truck driver to service them on a salary and commission basis. His duties include visiting farms monthly and suggesting new and used appliance items. Since many of the farms use bottled gas installations for hot water, heating, refrigeration, chick brooder and hog watering equipment. There are real profits in that field.

Christmas Card Mailed by Dealer



Christmas card being mailed this year to customers of the Marshall Wells store in Glendive, Mont.



Washington NEWS and VIEWS

Reports on Events Affecting
The Hardware Business

(Continued from page 10)

Actually, the reason for this impending slash is not increased military output, but an acceleration of the stockpiling program. The National Security Resources Board reportedly wants the program completed by the original target date, the end of 1952. It is now about a year behind. Military production itself, slow getting underway, would not begin to cut into materials to this extent before mid-1951.

OUTLOOK — This action is now scheduled to become effective around Dec. 1. As presently planned, consumer goods industries would be ordered to shave their usage of these materials, but would not be told what they could produce with the amounts still available to them. In other words, no limitation on end-products. However, there might be some delay in this order, because of opposition in NPA to such a drastic move which could cause unemployment, due to the unproductive nature of the stockpile, before military orders begin to snowball in volume.

Corporate Taxes May Be Upped to 50 Pct

Businessmen may as well face the fact that they are due for several types of tax increases in the months ahead.

For one thing, there is considerable talk in Congress this month about quick passage of an excess profits tax law. Actually, however, there is considerably less sentiment at the Capitol for an excess profits tax now than there was only a month ago. Some of the important tax-writing members of the Senate and the House who were "all-out" for passage of such a law back in September, now have cooled off on the idea.

Senator Ralph Flanders, Vermont Republican, thinks that an excess profits levy would have the heaviest impact on companies that have had the hardest row to hoe since 1945. "It wouldn't hurt

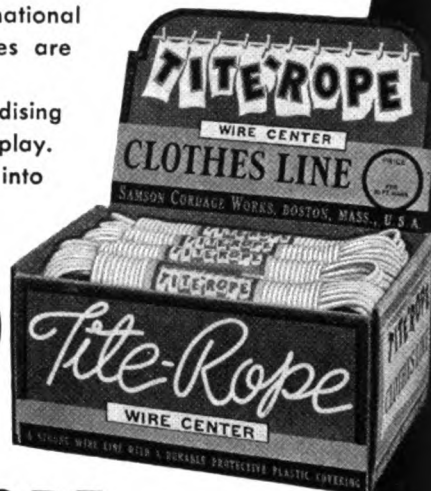
Display TITE-ROPE and WHALE

Pre-sold to your customers by national advertising. These Clothes Lines are year round selling items. Include these attractive merchandising packages in your window display. They'll bring "reminder" sales into your store.



TITE-ROPE clothes line

Strong multi-strand wire line with a tough, gleaming white plastic covering. Cleans with whisk of a damp cloth. No stretch, no rust. Packed twelve 50 ft. hanks, usually several connected, in colorful display carton.



REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

WHALE clothes line

Solid braided flexible cotton line with glazed finish. All honest cotton yarn—much stronger than ordinary lines. Twelve individually wrapped 50 ft. hanks, connected in pairs, to a display carton.



Carry the complete Samson line

Spot and other sash cords; shade cord; Venetian blind cord; masons' line; awning line; garden line; marine cords; solid braided rope, etc. Samson makes them all. Check your stock and order from your jobber today.

Samson

CORDAGE WORKS, Boston 10, Mass.

IN 22,612,761 ADS
IN 1950 WE DIRECT
DAIRY FARMERS TO YOU!
You know this:



EASIER TO USE
EITHER SIDE CAN BE UP!



Advertised in SUCCESSFUL FARMING:
HOARD'S DAIRYMAN; PRAIRIE FARMER; THE
FARMER; WISCONSIN AGRICULTURIST; NEW
ENGLAND HOMESTEAD; DAIRYMEN'S LEAGUE
NEWS; NEW ENGLAND DAIRYMAN; BETTER
FARMING METHODS; CALIFORNIA DAIRYMAN;
WESTERN DAIRY JOURNAL; MODERN DAIRY-
MAN; NATIONAL COUNTY AGENT & VO-AG
TEACHER ... and others.



SELL 300 AT A
TIME • BETTER
PROFIT FOR YOU
and BETTER DEAL
FOR YOUR TRADE

Also Sell
Perfection
SANIT-AIDS
 Sanitary Cleaners
WRITE FOR SAMPLES

SCHWARTZ MFG. CO., Two Rivers, Wis.
AMERICA'S FOREMOST MANUFACTURER OF
SANITARY FILTERING AIDS FOR DAIRYMEN

the big companies," Mr. Flanders says.

Aside from this issue, higher corporate and personal income taxes appear to be almost a certainty for 1951. The stop-gap tax bill that Congress passed in September of this year is literally "only the beginning." Corporation taxes, for example, were raised from 38 pct to 45 pct on October 1, and there is talk of upping this to 50 pct.

OUTLOOK — Creeping tendency toward ever-higher taxes is showing itself in a number of ways—TV and freezer excises, jewelry and furs sold at auction, slot machines all were affected recently. There also is a good deal of talk around the Capitol of "closing the loopholes" by forcing co-ops to start paying taxes at the same rates their private-enterprise competitors pay. Although it has been estimated that \$1 billion a year in new revenue would be produced from this rich source, too many congressmen feel they would be committing political suicide by offending this large bloc of voters.

NPA Clarifies New Construction Ban

Violent reaction to the drastic Order M-4 prohibited construction for amusement, recreational and related purposes resulted in an about-face by the National Production Authority and the amendment of Sec. 22.2. This originally provided that construction started after Oct. 27 might be halted even though not named among the banned types. This, industry protested, would paralyze construction in general.

As the order now stands, the section clearly provides that future limitation orders will apply only to projects not then started. Construction under way at the time of a new order would not be interfered with.

In the meantime, a report by the BLS indicated that the drastic credit curbs on home financing may pull next year's residential construction far below the 800,000 units which the government planners say is about right. BLS says that four out of 10 home buyers have been getting them with nothing down and that the percentage among veterans was higher—about 50 pct.

This supports a growing feeling that some operating divisions

10 Reasons why ALUMALLOY TURNBUCKLES are better

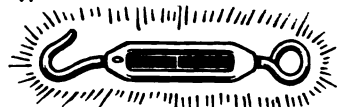


1. ALUMALLOY bodies with steel hooks and eyes do not corrode and freeze as iron bodies do; ALUMALLOY remains a turnbuckle.

2. All hardware type turnbuckles are only as strong as the hooks and eyes. ALUMALLOY castings will not strip threads or break before hooks or eyes open on pull test.



3. ALUMALLOY castings are tumbled and polished after machining for improved appearance.



4. ALUMALLOY is light in weight, saving 40% for both distributor and dealer in freight charges.

5. Thread size is cast into ALUMALLOY body for easy identification.



6. ALUMALLOY turnbuckles are packed one dozen in strong, attractive, easy-to-identify box.

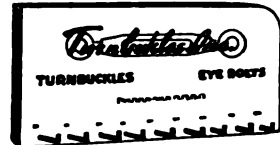


7. ALUMALLOY turnbuckles are distributed only through recognized hardware distributors on a strict jobber policy.

8. ALUMALLOY turnbuckles are unit packed in one, two and three gross shipping containers for easier handling and checking.



9. Attractive ALUMALLOY turnbuckle display panels are available (over 50,000 now in use).



10. ALUMALLOY turnbuckles offer a better product at fair prices.

Turnbuckles
TURNBUCKLES, INC.

BOX 333, MICHIGAN CITY, INDIANA
FACTORY, GRAND BEACH, MICHIGAN

within NPA are moving too quickly in the zeal to slap on controls. In some instances, like construction, it is protested that action is taken before it is known just how much of what is needed for defense and before reliable estimates are available as to how much can be saved and its effect on the economy gauged.

OUTLOOK—NPA is now considering recommendations urged by industry and the U. S. Chamber of Commerce that an advisory committee be formed to help formulate construction control policies. It would be composed of members representing trade, labor and professional organizations.

FTC Now Up to Full New Deal Strength

The membership of the Federal Trade Commission is back at full strength this month for the first time in nearly two years, following the appointment of Stephen J. Spingarn, New York Democrat, to that body.

President Truman nominated Mr. Spingarn to the FTC on September 22, but Congress adjourned without acting on the appointment. The President then gave Mr. Spingarn a recess appointment extending to September 1953. This appointment, however, must be confirmed by the Senate before the end of this year if it is to be valid.

OUTLOOK—Mr. Spingarn, a former White House advisor and speech-writer, is expected to follow the left-wing line of political and economic thinking that pervades the FTC. Commissioner Ayres, Mead, and Carson already are well known for the Fair Deal leanings. Mr. Spingarn, for example, believes that all industrial pricing should be on an f.o.b. basis.

New Price Yardsticks To Prop Union Demands

The Bureau of Labor Statistics has ordered a speeding up of the work of overhauling its cost-of-living and price index systems. The object of making the changes is to obtain a clearer and more current picture of price trends.

Three studies looking to this goal have been under way since last summer. Originally, it had been intended to let the studies run their course and finish the



Hand Them **QUALITY!**

SHEFFIELD
BOLT and NUT
PRODUCTS

**Packaged For Trim
Stock Display and
Quick, Easy Order Filling**



SHEFFIELD
STEEL PRODUCTS

Carbon and Alloy Steel,
Ingots, Blooms, Billets, Plates,
Sheets, Hot Rolled Bars,
Steel Joists, Structural Shapes,
Reinforcing Bars,
Welded Wire Mesh,
Wire Products, Wire Rods,
Fence, Spring Wire,
Nails, Rivets,
Grinding Media, Forgings,
Track Spikes,
Bolt and Nut Products

**Statistically Controlled
At The Highest Level!**

You can hand your customers their best guarantee of high quality with every order of Sheffield Bolt and Nut Products you sell. This quality is written into the data and statistics of Sheffield's Statistical Control—where inspection results are analyzed at every step of manufacture.

Through this Quality Control, you are assured **uniform quality at the highest level**—full-bodied, true shaped heads, tough accurately gauged shanks, strong, clean-cut, precision formed threads and close tolerance nut-to-bolt fit.

Sheffield Bolt and Nut Products are packaged to attract more buyer attention at point of purchase and to simplify serving your customers. No prying off covers and easing them back on again—just lift the hinged lid. The label end of each package is plainly marked and illustrated to quickly identify the contents.

SHEFFIELD STEEL
CORPORATION
HOUSTON KANSAS CITY TULSA

DISTRICT SALES OFFICES: Chicago, Ill.; St. Louis, Mo.; Des Moines, Ia.; Omaha, Nebr.; Wichita, Kans.; Denver, Colo.; Oklahoma City, Okla.; Dallas, Tex.; San Antonio, Tex.; Lubbock, Tex.; El Paso, Tex.; New Orleans, La.; Shreveport, La.

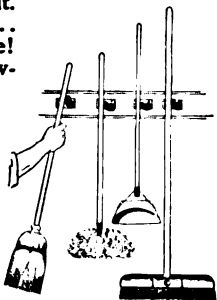


Great New Fast-Selling Hardware Staple!

Bassick's New HAND-L-HOLD

It's rare that you get a new product like this, that *every* person's a prospect for. Every home, garage, toolshop, hotel, hospital, etc., needs HAND-L-HOLD. Feature it prominently. You'll find it's the fastest-selling household item in ages. Order from your jobber.

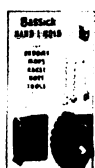
Just insert a handle, with an easy, upward swing... the force of its *own weight* firmly grips it. Gently lift it out... it's ready for use! HAND-L-HOLD's movable, rubber-grooved gripper lets go with a touch. No push or pull!



WALL DEMONSTRATOR
... compact, appealing... yours at no extra cost with initial order of 30 pieces.



ATTRACTIVE CARD... ideal for self-selling on counters. HAND-L-HOLD is individually mounted, complete with screws.



THE BASSICK COMPANY, Bridgeport 2, Conn.
Division of Stewart-Warner Corp. In Canada:
Bassick Division, Stewart-Warner-Alemite
Corp., Ltd., Belleville, Ont.

Bassick

MAKING MORE KINDS OF CASTERS
MAKING CASTERS DO MORE

job sometime in 1952. Now the word has gone out to complete the job of modernization as quickly as possible.

A major reason for the speed-up is to give officials in the Economic Stabilization Agency, now making plans for price controls, a more accurate picture of consumer price trends which have changed sharply since Korea. Another reason is that moves are well under way for another round of wage increases and many labor contracts written in the last year or so have been tied in with the indexes. The latest information is expected to provide more ammunition for requesting wage boosts.

OUTLOOK—Revision of the wholesale and the daily price indexes will be completed next month but the consumer price index will take longer. All will be retroactive. That is to say that price indexes issued now and since Korea will be revised as soon as the new BLS yardsticks are available.

Rubber Order May Cut Use in Toys, Mats

Use of new rubber, both natural and synthetic, for the manufacture of non-military

items has been reduced by 16 pct for the remainder of 1950 by issuance of NPA Order M-2. This specifically limits to use of new rubber during the two months to the average monthly consumption during the fiscal year ending June 30.

The order goes further and automatically brings about increased use of synthetic rubbers by putting a ceiling on the amount of new natural which may be used. Consumption of natural rubber is restricted to 75 pct of the base monthly consumption during November and 63 pct during December.

The new order is expected to save about 50,000 tons of new natural rubber for stockpiling by reducing consumption to 52,000 tons in November and 45,000 tons in December. Imports have been running at about 75,000 tons a month.

OUTLOOK—No serious shortages for essential purposes are foreseen in the near future. Production of synthetic rubber is rising with government plants going back into operation. Some temporary shortages may turn up in the production of belts, mats, toys, and other items.

Cartoons Pace Omaha Dealers' Advertising

An unusual approach to hardware store advertising that has met with considerable success is a cartoon series used by Omaha retail hardware dealers. This series, several examples of which are illustrated here, features a monkey wrench spokesman who delivers a sales message. The effectiveness of this monkey wrench spokesman is attested to

by John Kresl of OK Hardware, Omaha, who reports that many of his customers comment on this phase of the cartoons. This advertising effort has been developed by Allen & Reynolds, Woodman of the World Building, Omaha, and is available to other dealers. The program consists of 52 advertisements, 2 columns wide by 5 in.



Examples of cartoon advertisements used by some Omaha dealers.



WATER FACTS WORTH DOLLARS TO YOU...

WATER! SOMETHING THAT
A CAMEL CAN GO 7 DAYS
WITHOUT ...



Yet your customer with damp masonry wants
it dried up right away . . . Water seepage can
be controlled with **KAY-TITE**.

Farmers, contractors and home owners all over the country are using Kay-Tite
to control water seepage in masonry and to paint outside of masonry buildings
to give them lasting surfaces.

That is your big market for Kay-Tite . . . It's
profitable too . . .

Here's the deal: YOUR CHOICE OF 12 KAY-
TITE WHITE OR 6 WHITE AND 6 GRAY (ALL 10
LB. CANS) FOR \$20.88. RETAIL VALUE IS \$34.80!
(Kay-Tite is also available in 50 lb. drums, list
price \$11.00.)

Figure your profit on this deal and act today.
The coupon order form will get quick action.



KAY-TITE

PROTECTS
MASONRY
AGAINST
WATER
SEEPAGE
for

BRICK

STUCCO

CINDER BLOCK

ROUGH MASONRY

UNGLAZED TILE

**WHITE
and**

CREAM GREEN
BUFF BLUE
YELLOW GRAY
SPANISH BUFF ROSE
BRICK RED

COLORS

ORDER COUPON

KAY-TITE COMPANY
West Orange, N. J.

Send us the Kay-Tite Deal on 10 lb. cans.

.....12 White @ \$20.88

..... 6 White and 6 Gray @ \$20.88

Name.....

Address.....

City.....State.....

Jobber's Name.....

KAY-TITE COMPANY

WEST ORANGE

NEW JERSEY

More than 20 years of satisfactory performance

Priority and Price Digest

News and Interpretations of Government Orders

Reading Guide for This Page

- ☐ Priorities Outlook
- ☐ Answers on Regulation W
- ☐ M-4 Ban on Construction
- ☐ M-5 Aluminum for Defense

Stockpiling to Clamp Down on Output, Price Control Seems Certain

Production of certain civilian hard goods faces a serious cut-back, probably about 30 pct, at the year's end, with the intensification of Federal stockpiling programs for defense production. Such is the opinion of competent Washington observers. Scarce metals to be affected by cut-back orders, soon to be issued, are aluminum, copper, nickel, and cobalt. Restriction on the use of new rubber in civilian goods is already in effect.

The outlook is for limitation of the use of those scarce metals rather than direct clamps on production. Thus manufacturers will retain the right to set their own production quotas for products and to determine which of their products, if any, will be taken out of production.

Washington opinion also has it that direct inflationary controls can be expected to replace those indirect control measures now in effect—Regulation W and the recent tax rise. Higher taxes are certain to come and the next logical step is presumed to be price controls though there is yet no clue as to how or when they will be put into effect; nor is there expected to be any general roll back to May 24-June 24 price levels according to present sentiments.

With these cuts in production of civilian goods and with no assurance that there won't be an upsurge of consumer demand following the customary sea-

sonal slump now being experienced particularly in appliances, and the buying slow down due to credit curbs, it is felt government will look to price control as well as higher taxes to hold the price line, if business doesn't.

Commerce Offices to Advise on Priorities

Effective Oct. 23, the 42 field offices of the Department of Commerce are now prepared to provide additional local guidance to businessmen on the NPA programs as well as other Department programs. In most cases, the field offices will be able to answer specific questions regarding programs as they are put into effect. If any problems arise which are beyond the scope of the field offices, the directors of these offices can get answers quickly from Washington.

Recent Orders Issued by NPA

Amendment to M-1: Enables NPA to approve and put into effect new priority programs calling for the production and delivery of steel products.

Supplement 1 to M-1: Concerns issuance of individual NPA directives to steel producers to accept certified orders for production and delivery of steel for construction and repair of freight cars.

M-4: Bans the construction of new buildings for amusement, recreation, or entertainment purposes and lists 44 specific types of prohibited construction. Stores are not included in the list.

M-5: Sets a ceiling on the number of defense orders which aluminum producers need accept in any one month, based both on product and total tonnage.

Questions and Answers on Instalment Sales

In response to reader inquiries, HARDWARE AGE obtained the following answers to questions about Regulation W and Regulation X. It is advisable, however, to check with the nearest Federal Reserve Branch on all specific problems.

QUESTION: Does Regulation X apply to hardware dealers who sell builders, either over the counter or on a contract basis, or does that Regulation apply only to certified lending institutions extending credit to persons or real estate firms for new construction or improvements?

ANSWER: See Sec. 5 (h) of Regulation X. (Editor's Note: This section states that "No person shall be required to register pursuant to . . . this regulation because of the fact that he performs labor or furnishes material for new construction on an open account unless he shall be otherwise engaged in the business of extending real estate credit.")

QUESTION: Do Regulations X and W cross each other? Regulation X applies to major additions or major improvements to a residence. Regulation W applies to residential repairs, alterations, or improvements. If these two sections cross each other, where is the dividing line?

ANSWER: Regulation W applies to credits of \$2,500 or less for home improvements, but exempts credits subject to Regulation X which applies at \$2,500 or up.

QUESTION: Under Regulation X, what are considered major additions or major improvements?

ANSWER: A major addition

or improvement is defined in Section 2 (g). In other words, the items listed would be covered by Regulation X if they cost \$2,500 or more. (Editor's Note: Sec. 2 (g) defines MAJOR ADDITION or MAJOR IMPROVEMENT as "an enlargement, reconstruction or other alteration to an existing structure, or any other addition or improvement which becomes or is to become physically attached to a part of the structure if the cost or estimated cost of such addition or improvement exceeds \$2,500.

QUESTION: Under Regulation W, what items come under "home improvement, alterations, and repair in Group D of the Supplement to Regulation W? (See HA, Sept. 21 issue for text of Regulation W.) Would tools or builders' hardware be included?

ANSWER: Materials, articles, and services, are covered under Regulation W. However, tools would not be covered.

QUESTION: Under Regulation W, is a hardware dealer prevented from selling (such as a complete modern kitchen unit) under an open-end mortgage without a down payment?

ANSWER: The exact nature of the transaction might be important in each specific case. Generally, however, a down payment would be required if the price were over \$2,500.

New NPA Appointments

Included among recent appointments announced by NPA are:

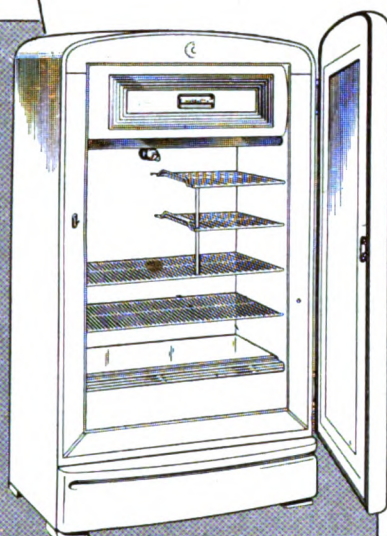
Joseph Summer Bates, president, Bates Chemical Co., as director of the Chemical Division, NPA.

Charles E. Kolhepp, president, Wisconsin Public Service Corp., as a consultant to assist with the organization of the NPA Program Bureau.

Edward H. Lane, The Lane Co., Altavista, Va., as special assistant to the Administrator for Small Business. He will report directly to William H. Harrison on problems relating to small business and will supervise the Office of Small Business.

MARQUETTE

invites comparison
IN PERFORMANCE...
STYLE...VALUE!

MARQUETTE REFRIGERATORS

A line that's easy to sell!

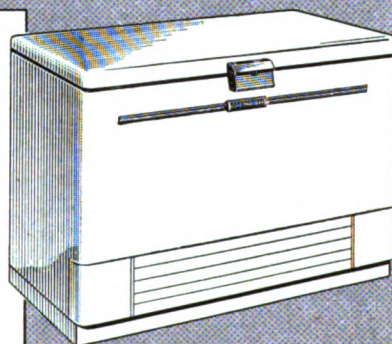
- Big 42 lb. frozen food compartment
- Refrigerated top-to-bottom
- Full width Vege - Crisp drawer holds 18 quarts
- 17½ sq. ft. of shelf area
- Quiet, efficient Tecumseh compressor

MARQUETTE

HOME FREEZERS

a big Freezer Value!

- Four models, 16, 11½, 8, 4 cu. ft.
- Heavily insulated with Rock-wool
- Welded steel construction
- Vapor sealed cabinet
- Counterbalanced doors



MARQUETTE Appliances



MARQUETTE APPLIANCES, INC.

307 EAST HENNEPIN AVENUE

MINNEAPOLIS 14, MINNESOTA

WHAT'S NEW

Latest Information on New Hardware Merchandise

(Continued from page 13)

tool roll, handle and blades to fit 4, 6, 8, 10, 12, 14, and $\frac{1}{4}$, $\frac{5}{16}$ and $\frac{3}{8}$ in. screws. Retail: \$3.87. *Vaco Products Co.*, 317 E. Ontario St., Chicago 11, Ill.

Hex Socket Wrenches

Proto 20 single hexagon thin-wall socket wrenches. Design guaranteed for power or hand use in service work. Wrenches will safely fit and turn under-size nuts or rusted nuts. Made



of alloy steel with chrome finish. Seven are $\frac{3}{8}$ in. drive regular sockets with openings of $\frac{5}{16}$ to $\frac{11}{16}$ in. Six are $\frac{3}{8}$ in. with $\frac{3}{8}$ to $\frac{11}{16}$ in. openings and seven are $\frac{1}{2}$ in. drive regular sockets with $\frac{3}{8}$ to $\frac{3}{4}$ in. openings. No. 9900J merchandise available to display entire twenty. *Plomb Tool Co.*, Los Angeles, Cal.

Power Auger Bit

Power auger bit can be operated at high speeds, will bore hard and soft woods, including plywoods, regardless of knots and grain. It can be used in all electric drills having $\frac{1}{4}$ in. or larger chuck capacity. Hexagon shanks prevent bit from slipping in chuck. Available in $\frac{3}{8}$, $\frac{1}{2}$, $\frac{5}{8}$, $\frac{3}{4}$, $\frac{7}{8}$ and 1 in. Circular available illustrating and describing bit. *Whitman & Barnes*, division of *United Drill & Tool Corp.*, Plymouth, Mich.

Carbide Scraper

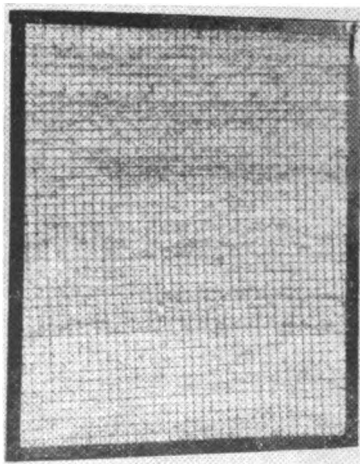
Carbide scraper with double Perma-Edge carbide blade, $2\frac{1}{2}$ in. wide. Reversible it provides



5 in. of scraping carbide. For use on wood, metal, glass, plastic, slate, marble, and masonry. Handle made of hard wood, shaped and balanced. Replacement blades available. Retail for \$2.95. *New England Carbide Tool Co.*, Cambridge, Mass.

Register Filters

Health Flo register filter features all-metal construction, provides even heat flow, clean air circulation. Filters out 90 pct of furnace dirt. Made for wall or floor registers in 11 sizes. Packed in bundles of 12 and boxes of 12. For coal, oil or gas furnace. Retail: \$1.02, \$1.28. *The Modern Metal Products Co., Inc.*, 169-179 Clinton St., Warren, Ohio.

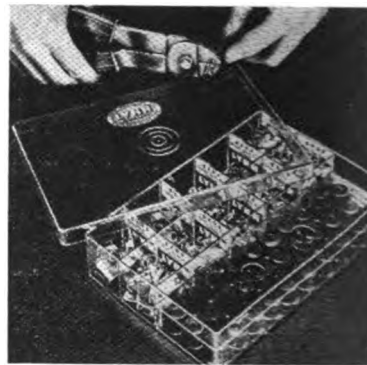


Cabinet Hardware

Two solid brass cabinet door and drawer pulls that may be applied either vertically or horizontally. Pulls available in two sizes: $4\frac{5}{8}$ in. and $3\frac{1}{4}$ in. for cabinet doors or drawers $\frac{3}{4}$ and $\frac{7}{8}$ in. thick. Furnished in all standard hardware finishes. Display showing both sizes in chrome and brass finishes is available at the cost of the hardware. *The Stanley Works*, New Britain, Conn.

Ignition Wiring Kit

Ignition wiring repair kit for replacing worn out or broken distributor and spark plug terminals. Includes: distributor cap, straight spark plug and angle spark plug terminals, all of copper alloy spring tempered. Also distributor cap hoods made



of vinyl plastic, impervious to gas and oil, and a crimping cutting and wire stripping tool. Terminal triple spring grip assures perfect connection with spark plug studs. Kit assortment packed in a clear plastic container $8\frac{3}{4} \times 6 \times 1\frac{1}{2}$ in. with 11 separate bins. Retail: \$8.50. *Vaco Products Co.*, 317 E. Ontario St., Chicago 11, Ill.

Glass Rod Line

Wright & McGill glass fiber rods consist of casting, spinning and ocean models. Quadrate shape and perfect taper provide quick action, balance and accuracy. Casting rods made in Toughy, Master Glass, Tru-Cast and Nyla Glass grades, retail from \$8.50 to \$24.50. Feature Sure-Lock handle. Better grade rods equipped with square ferules to fit square chuck handle. Spinning rods made in Tru-Cast, \$14.95 and Deluxe \$24.40. Ocean rods carried in four models from

Pittsburgh's unique merchandising system—
KEEPS YOUR INVESTMENT LOW
AND YOUR PROFITS HIGH!



**PITTSBURGH'S
 "LIGHTNING
 LINE"**

of maintenance brushes—
 sweeps, dusters and scrubs
 —is profitable too . . .
 with the same money-sav-
 ing warehousing plan.

INSTEAD of spending heavily for inventory, you carry minimum supplies. Then depend on our near-by warehouse for swift delivery of reorders when needed. Dealers agree this modern merchandising system is swift, dependable, *economical*.

FAST TURNOVER—HIGH PROFITS

There's nothing like a quality brush for quality work—and nothing like *Gold Stripe* for a quality brush. Master painters, handy men, homeowners know *Gold Stripe* does the job right . . . is cheaper in the long run.

Repeat sales will be proof that *Gold Stripe* means satisfied customers who get smoother, neater paint jobs in less time with less effort. From bristle to handle, they're designed as a unit under job-tested conditions by master craftsmen . . . and exclusive LIFE SAVER jacket keeps them lively, straight and clean longer.

Where cost is a factor, Pittsburgh brushes are also available in the exclusive Bristle-Neoceta family and the 100% Neoceta family saving you from one-third to one-half the price of pure bristle brushes.

Call the Pittsburgh Branch near you or write: PITTSBURGH PLATE GLASS CO., *Brush Div.*, Dept. D-2, 3221 Frederick Ave., Baltimore 29, Maryland.

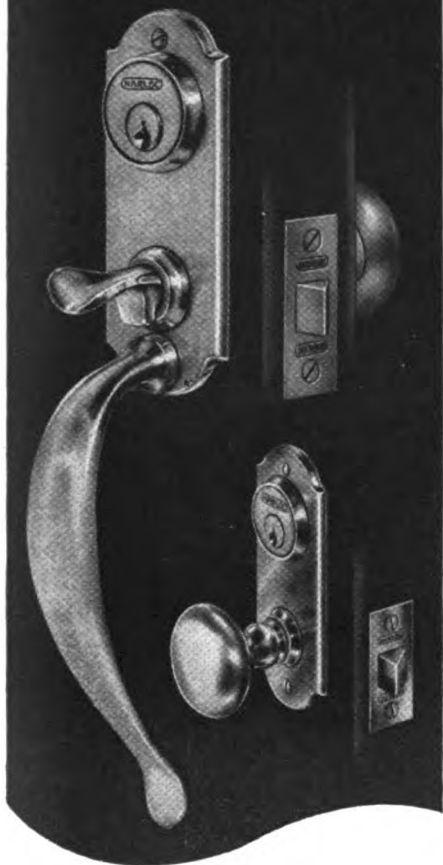
PITTSBURGH *Gold Stripe* **BRUSHES**



BRUSHES • PAINT • GLASS • CHEMICALS • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

2 MATCHED TUBULAR CYLINDER LOCK SETS for exterior or interior doors



Extremely Popular because they are

- Precision built
- Modestly priced
- Beautifully styled
- Easy to install

These new type precision built tubular cylinder lock sets combine the famous Harloc easy-to-install tubular double spring latch with a fine quality cylinder lock that can be furnished keyed alike in pairs or master keyed as matched sets. The Lynwood (large illustration) with its forged solid brass handle is truly distinctive for entrance doors. The Hampton, with matching escutcheon, can be used for front, rear, basement and garage doors. Also ideal for apartments, cottages, offices and public buildings.

For a lifetime of satisfaction

HARLOC

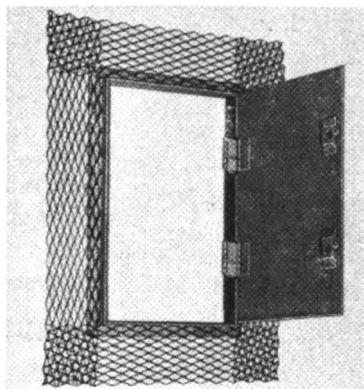
HARLOC PRODUCTS CORPORATION
New Haven • Connecticut

WHAT'S NEW

\$12.95 to \$35. *Wright & McGill*,
Box 7, Capital Hill Station, Den-
ver, Col.

Steel Access Doors

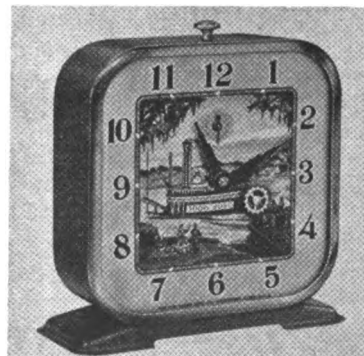
Improved Milcor steel access doors feature no-sag spring hinges permitting door to be opened to 175 deg. They position the door positively. Rust inhibitive gray paint used as primer. Doors packaged individually and contents identified. Doors come



ready to install. Thirty-three different styles and sizes produced. *Inland Steel Products Co.*, P. O. Box 393, Milwaukee 1, Wis.

Alarm Clock

Showboat alarm clock with full color dial illustrating a paddle wheel powered showboat.



Alarm No. 271 is made so boat's paddle wheel on its stern turns when clock is running. Powered by Lux 30 hr. movement. Retail: \$2.95, plus tax. *Lux Clock Mfg. Co.*, Waterbury, Conn.

Four Blade Screwdriver

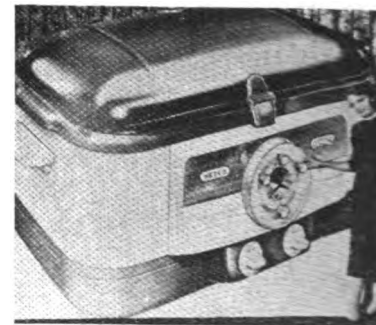
Shelton four tool steel blade screwdriver. No projecting blades when closed. Select blade,



remaining blades fold back into handle. Two color display holds 12; sells from both sides. Individual screwdriver on two color-sell card. Retail: \$1.50. *Shelton Plane & Tool Mfg. Co.*, Shelton, Conn.

Electric Roaster

Nesco electric roaster with insulated cover features temperature control, push-button cover release, and automatic timer.



Unit turns itself on and off at the exact times specified. Roaster is available alone or with the cabinet shown. Drawer space in cabinet. Finished in white, gray and gold. Available in 20, 18 and 6 qt. sizes in table height floor units and portable models. Model 20 shown, retail: \$79.95. Nesco kitchen ware features a new design called Nosegay with white, gray, yellow and black color combinations, decorating 19 kitchen accessories. *Nesco, Inc.*, 270 N. 12th St., Chicago, Ill.

Folding Table, Chair

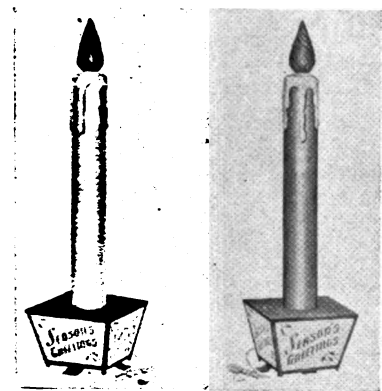
Folding chair No. 810 and a companion table, No. 825, both of which may be folded so as to



fit in the car trunk. Chair is form fitting, features aerated slat construction, and has wide level arm rests. Chair is reinforced with wood and steel in the front section. Table, about card table size, is made for outdoor use with wood slat top of clear fir. *Woodenware Products Corp.*, 122 N. Seventh St., St. Louis 1, Mo.

Outdoor Candle

Noma fibre glass candle with moulded plastic flame tip. Metal base with translucent plastic panels spell Seasons Greetings. Waterproof, weatherproof. Equipped with 150 watt par 38 outdoor lamp. Lead cord and



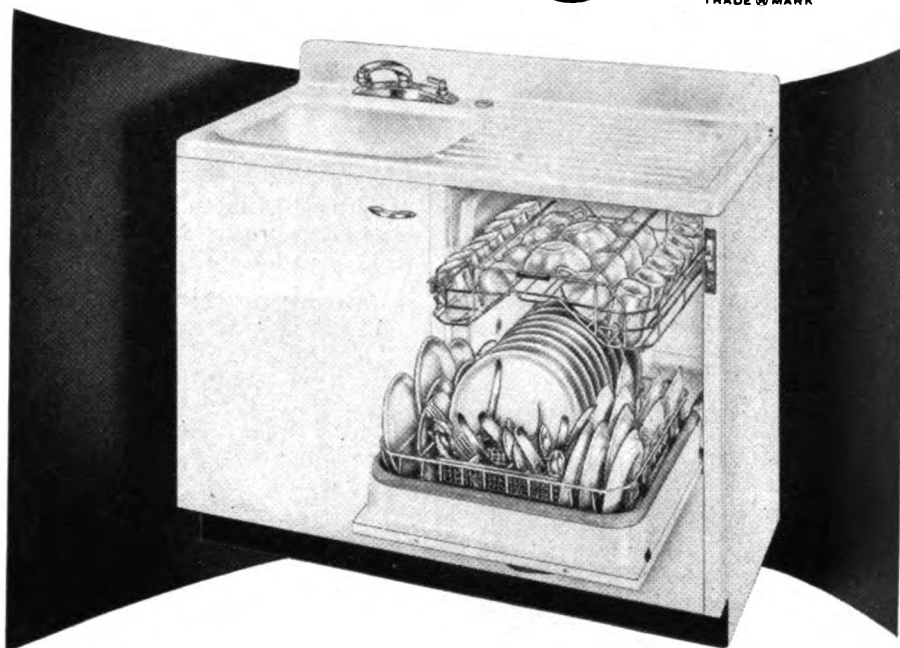
plug. Candle is 53 in. high, base 13x13x9 in. Individually packaged. Retail: \$19.95. *Noma Electric Corp.*, 55 West 13th St., New York City 11.

Improved Gasoline Torch

Bernz gasoline torch features aluminum construction and flared tank design. Results in greater fuel capacity and weight balance at any fuel level. Bakelite pistol-

a Report from KitchenAid

TRADE MARK



From a careful study of field reports from *KitchenAid* Home Dishwasher Distributors and Dealers, we have compiled the following facts:

1. That the front opening door and two racks that slide out independently assure the easiest, most convenient loading of tableware.
2. That the Hobart revolving wash principle provides the most complete, most powerful coverage.
3. That the two power rinses effectively rinse all tableware.
4. That the uncompromised quality built into *KitchenAid* is paying off in complete user satisfaction.
5. That the separately powered, circulated, electric hot air drying is the most efficient drying action . . . so thorough that no "tear drops" are left even on glassware.
6. That the *KitchenAid* self-cleaning, sanitary features eliminate washing or rinsing of food particles back onto tableware. Wash and rinse water is constantly strained.
7. That the *KitchenAid* service record has been remarkably troublefree.
8. That installation is the simplest of any home dishwasher.



However... because of this remarkable record, the demand for the *KitchenAid* Home Dishwasher has been so great, we are temporarily unable to keep up with the needs of our present distributors. We have been forced to revise our plans for extending our distributor coverage for the present. As soon as our expanded production permits us to catch up with demand, we will proceed with our program for increased distribution. In the meantime, we suggest that dealers write Dept. KD, Troy, Ohio, for name of nearest distributor.

KitchenAid

TRADE MARK

The Finest Made

KitchenAid Division • THE HOBART MFG. CO.



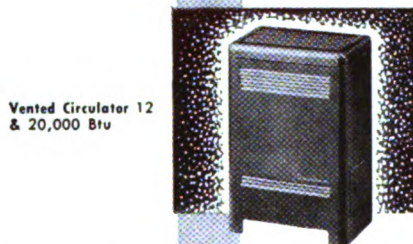
TROY, OHIO

World's Largest Manufacturer of Food and Kitchen Machines

Shortest Distance Between YOU and PROFITS



Vented Radiant Circulator 30, 45 & 65,000 Btu



Vented Circulator 12 & 20,000 Btu



Cool Safety Cabinet Unvented Radiant Circulator 12, 20, 25 & 35,000 Btu



Radiant Fireplace Model 20, 25 & 30,000 Btu

The
Dearborn®
Line

Because MORE People Ask
for Dearborn

Dearborn
STOVE COMPANY
CHICAGO • DALLAS
5830 N. Pulaski Rd. 1700 W. Commerce St.

WHAT'S NEW

grip handle. Simplified pump construction reduces number of parts from 16 to 8. Safety feature is lock ring on needle valve. *Otto Bernz Co., Rochester, N. Y.*

Toy Broom, Dust Pan

Perma-Broomette and Dust-Ette, toy broom and toy dust pan. Available in bright color



combinations. Retail respectively: 98 cents, 25 cents. *The Modglin Co., Inc., 3225 San Fernando Rd., Los Angeles, Cal.*

Handi-Can

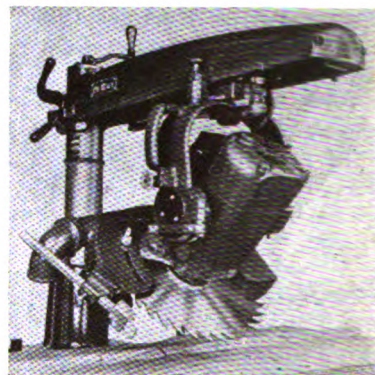
Handi Can, all metal, carries, stores and pours a five gallon capacity of kerosene, gasoline, oil, etc. Unit incorporates a welded body, rolled metal seams and a domed top for resistance to wear. Features oversized fill-



ing spout, drop handle, extra wide wooden grip and is finished in red, blue and silver. Pouring spouts available in $\frac{3}{4}$ in. and $1\frac{3}{4}$ in. *Continental Can Co., Inc., 100 E. 42nd St., New York City 17.*

Radial Arm Saw

DeWalt model GR radial arm saw features a low-dead rise direct drive motor. A reduction of distance from the bottom of motor casing to saw arbor allows feeding of thicker stock when using a 14 in. saw blade. Motor is totally enclosed and is equipped with grease sealed for life bearings plus wiring insulation that will stand double the amount of heat generated by the motor. Available in standard and me-



dium arms sizes. Cutting depth $4\frac{1}{2}$ in. *DeWalt, Inc., Lancaster, Pa.*

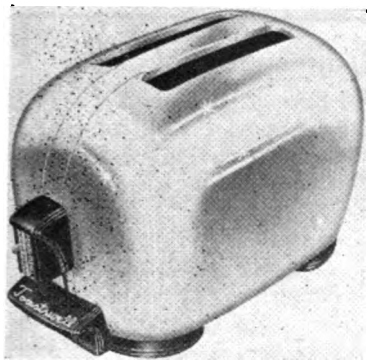
Utility Boxes

Liberty steel utility boxes finished in baked enamel and featuring no leak construction, for both seams and tops of boxes. Handles and handle plates riveted on to cover; hinges built into cover and case. Made with single cantilever trays and double cantilever trays. Trays themselves pivot on solid flat links riveted to the case. Retail: \$2.25 to \$3.95. *Liberty Steel Chest Corp., 16 Dowling Place, Rochester, N. Y.*



Automatic Toaster

Toastswell two slice electric pop-up toaster has removable crumb tray. Model 350 features



bread release utilizing a shock absorber to eliminate jarring and noise when toast is released. Wide range color selector, silent clock with thermostatic timing, extra high lifts and thin tempered guard wires. Revolving floating disc contacts insure perfect connections on AC or DC. Toastswell Co., 620 Tower Grove Ave., St. Louis, Mo.

Lighter Fluid Dispenser

Red Tip Lighter fluid metal dispenser holding 8 oz. Each unit is equipped with a pump, effective to the last drop. Automatic spout control so locks the pump that the fluid will not spill or leak. Fluid has Tholite added and is pleasantly scented. Re-



tail: 39 cents. Fil-O-Matic Corp., Socony Vacuum Bldg., Chicago 5, Ill.

Sealed Beam Lantern

Westinghouse sealed beam type lantern throws block long spotlight. All glass lamp powered by 6 volt battery in aluminum case. Lamp burns even if dunked in water. Lamp has 5500

Easy to Profit with AMERICAN RENTAL SANDERS



Easy to display . . .
adjust handle to vertical position, takes less space on floor.



Easy to sand . . .
handle adjusts to proper angle for tall or short operators.



Easy to transport . . .
with handle detached, machine fits in trunk of car.

You can build a substantial **EXTRA PROFIT** BUSINESS for your store—by renting American Floor

Machines to your customers! Hundreds of dealers are doing this and making steady monthly income—you can do it too!

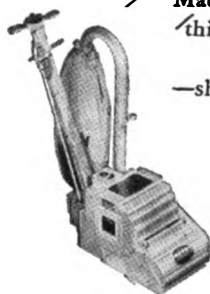
Start right with American Quality Machines! For example—show a few of your customers how easy it is to use the

American Rental Sander to make old floors like new—

and rental dollars start rolling in! Also, you get

plus sales of seals, paints, abrasives, etc. This Sander—like all American Machines—is built to “take it”

... it will give you the utmost profit-hours with extremely low maintenance expense. It's a year 'round money-maker for you! Send for profit-plan details.



Little American 8" Floor Sander . . . lever-type . . . produces professional results in rental use.

American Spinner Floor Edgers . . . disc-type sander finishes right up to edges of floors, stairs, closets. 5 1/2" & 7" discs.

Maintenance Machines. Labor saving for polishing, disc sanding, steel wooling and scrubbing floors. Brush spread 14, 16 or 19 inches.



AMERICAN FLOOR MACHINES...PORTABLE TOOLS

The American Floor Surfacing Machine Co.
522 So. St. Clair St., Toledo 3, Ohio

☐ Send 12-page illustrated free booklet showing how to make money in the floor sander rental business.

☐ Send latest catalog on the following, without obligation:

☐ Floor Sanders ☐ Floor Edgers ☐ Maintenance Machine

Name

Street

City State

SEND COUPON TODAY

Buyers Agree



Select
these
three

MODEL 134
Airplane Dial

Health-o-Meter



Bath Scales

Alert buyers know that consumer acceptance means easier, more profitable selling. They know, too, that Health-o-Meter Scales have been the favorites for more than 30 years. That is why leading stores everywhere feature Health-o-Meter Bath Scales.

Yes, since the *first* bath scale—introduced by Health-o-Meter 'way back in 1919—we have built only *precision weighing instruments that perform accurately for the longest possible time*. The outstanding popularity of Health-o-Meter Scales with the medical profession and the American public has been the result. Get your share of the profits of established leadership by making Health-o-Meter your bath scale line.

BUILT RIGHT
PRICED RIGHT

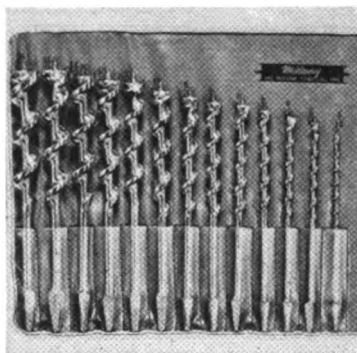
CONTINENTAL SCALE CORPORATION
5701 S. Claremont Avenue • Chicago 36, Illinois

WHAT'S NEW

beam candlepower. Features clear lens for spotlighting. Lamp retail: \$2.50 plus tax, entire unit, \$7.25. *Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.*

Mirbrite Bit Set

Mirbrite auger bit set with 13 bits from 4/16 to 11/16 in. Packed in blue, plastic-surfaced



leatherette roll. Each bit compartment labeled for size. Refinement of Mirbrite finish provides positive rust protection. *The Midway Tool Co., Inc., P. O. Box 28, Cleveland, Ohio.*

Feed Oilers

Trico multiple feed oilers, manual or fully automatic sole-noid control Pyrex glass or lucite plastic oil reservoirs. Oilers available in 1 pt., 1 qt., and 2½ qt. capacities, 1 to 20 feed outlets. One central point control. *Trico Fuse Mfg. Co., Milwaukee 12, Wis.*



Toy Cap Pistol

Bronco six shooter toy cap pistol model 209 replaces 208. Pistol has a longer barrel, new



engraving and larger plastic grips, embossed with a bucking bronco. Features Kilgore's Swing-Out cylinder loading action. Die-cast of zinc alloy plated with silver finish. Individually boxed. Retail \$1.69. *The Kilgore Mfg. Co., Westerville, Ohio.*

Copper Cookware Cleaner

Noo cleaner for copper cookware in white powder form. Will not scratch, is harmless to



hands. Grease-cutting foaming agent employed. Can, retail: 50 cents. *Caller Co., Inc., 385 Harrison Ave., Boston 18, Mass.*

Plaster Bond

VaBar plaster bond prevents moisture entering through wall to interior plaster. Will not run or damage workmen's clothes, hands or tools, and causes no

SELL ROYAL LIGHTING... THE YEAR'S OUTSTANDING LINE



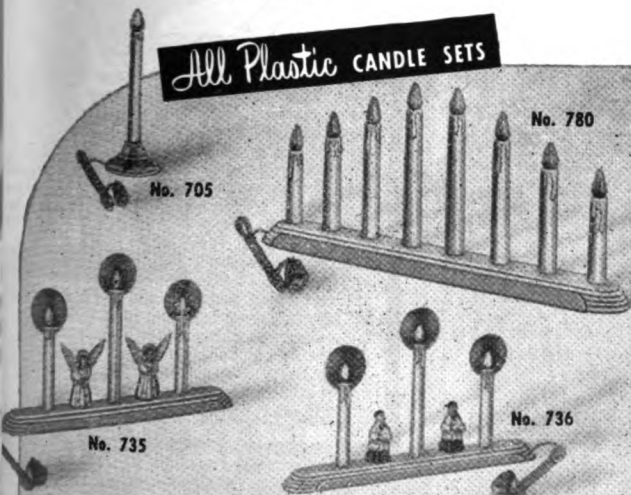
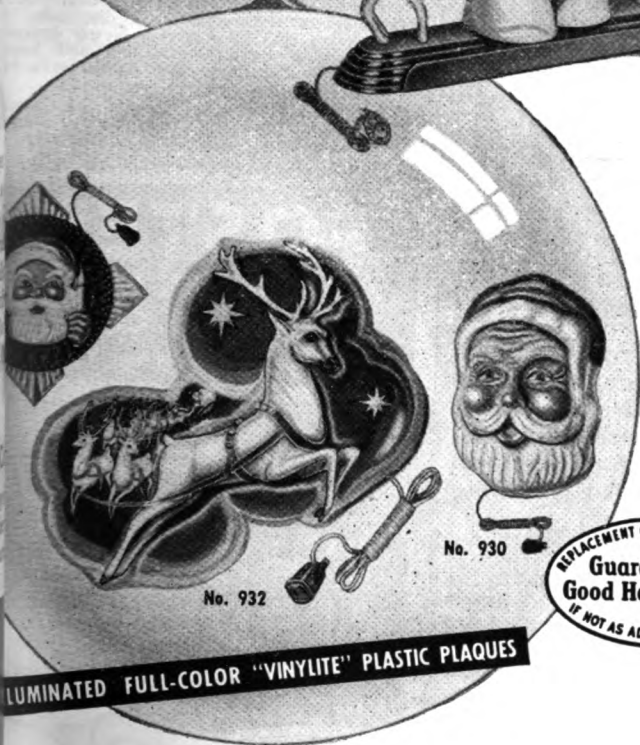
... LED BY
PLASTIC NOVELTIES
WITH
"RUDOLPH
THE RED-NOSED
REINDEER"



Royalites FOR Christmas

Novelty... variety... saleability! The "something different" customers look for. They'll excite interest by National Advertising, and carry right thru to the cash register.

Show them... sell them!



ROYAL

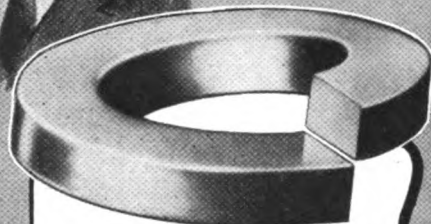
Order from your wholesaler-TODAY

Write for complete full-color catalog

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LOCK WASHERS TO BUILD REPEAT SALES



DIAMOND G SPRING LOCK WASHERS

Controlled Tension built into every spring lock washer for longer lasting service and better quality . . . means bigger repeat sales for you. Precision quality control by Garretts in manufacturing . . . torture-testing and proved peak-performance in assemblies assure you of a product you can sell with confidence . . . build a reputation and satisfied repeat sales.

WASHERS FOR EVERY NEED

Whatever your needs in spring lock washers, there's a Diamond G to answer it—high carbon steel, bronze, aluminum, stainless steel and monel metal spring lock washers finished or plated with cadmium, nickel, brass, copper or other finishes . . . plus the new Diamond G Aluminum Spring Lock Washer that combines the lightness of aluminum with the strength and durability of steel.

Prove the profit possibilities of these Diamond G Spring Lock Washers . . . add them to your line and build repeat sales. Write for complete booklet on "How, Why and Where of Lock Washers."

DIAMOND G PRODUCTS

Manufactured by

GEORGE K. GARRETT CO., Inc.
D & Tioga Sts., Phila. 34, Pa.

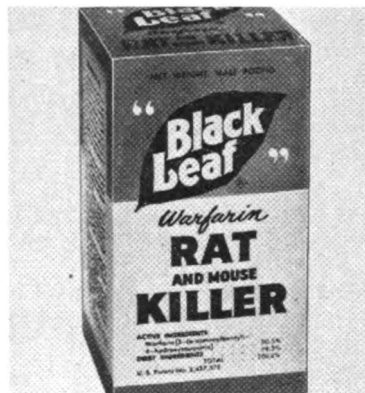


WHAT'S NEW

mess and no unpleasant odors. Minimum requirement is three pounds VaBar per square yard. *Standard Dry Wall Products, New Eagle, Pa.*

Rat, Mouse Killer

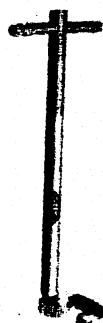
Black Leaf warfarin rat and mouse killer is tasteless and odorless and slow acting. Poi-



soned rats show no immediate effects but eventually become drowsy and die of internal hemorrhage. No hazard to livestock or pets. *Tobacco By-Products & Chemical Corp., 401 E. Main St., Richmond, Va.*

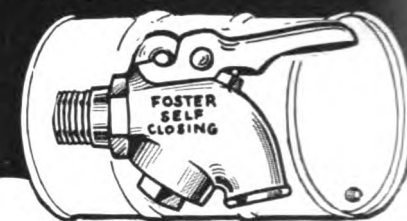
Basin Wrench

Trimo basin wrench for tightening nuts in close places. Used on basin nuts, traps, flush valves, ball cocks. Drop forged steel jaws with hardened teeth. May be operated either right or left. Tool is 11 in. overall. finished in blue and red with cadmium plated handle. Packed singly in paper bags stapled at end and identified. Retail: \$2.40. *Trimont Mfg. Co., 55-71 Amory St., Roxbury, Boston 19, Mass.*



Foster Faucets NEVER LEAK

*Because of
New Design Features
and New Materials*



Brand new and exclusive in this low-priced Self-Closing faucet is a bronze bushing which prevents sticking of the handle when degreasing solutions are in use. Also valuable is the replaceable disc seat of oil-resistant HYCAR material. Newly designed bottom plug simplifies cleaning and boasts a non-leaking sealing ring. Available in 1/4" size in aluminum, brass or cast iron.

Other FOSTER products include Cee Clamps, Oil and Molasses Gate, and *Garden Beauty Lawn Sprinklers.*

Write or wire TODAY for full details

FOSTER

ALUMINUM ALLOY PRODUCTS CORP.

Forestville 3, New York



*Here's the one that
WON'T SHRINK*

This modern plastic in powder form makes lasting repairs in tile, wood or plaster. Pays dealers a bigger profit. SELLS BETTER because it WORKS BETTER.

Most dealers report: "Our sales of Durham's Rock - Hard Water Putty keep doubling, year after year." What's more, Durham's Rock-Hard Water Putty gives you by far the best profit-margin on any product of this nature. Use it yourself, and you'll quickly see why it sells so fast, and repeats so regularly. Many patching materials may shrink, fall out or chip off. Durham's Rock-Hard Water Putty does not shrink. Absolutely not. It sticks and stays put. You can saw or chisel it, paint or polish it to a velvet smooth finish. Easy to use. Keeps indefinitely. So economical. Just mix with water as needed. • Packed twelve 1-lb. cans or six 4-lb. cans to case. Keep some of each on display. Available in 25, 50, 100-lb. drums for industrial users. Order from your jobber.



**The PLASTIC Repair Material
in POWDER Form**



WITH **Warren** DADO SAWING WASHERS

**DO THEY ? YOU BET !
SELL ? THEY DO !**

When woodworkers and hobbyists see this amazing new invention in action . . . they buy! The low price of \$4.95, simplicity of operation, and accuracy of Micromatic adjustment—have sold Warren Washers *everywhere*, from Alaska to South Africa. Outstanding stopper display sells 'em right off your counter. National advertising and mobile demonstration units promote sales volume for you! Not a gadget—it's a woodworker's dream!

WRITE FOR INFORMATION
WARREN DADO SAWING WASHERS CO.
70 Medbury, Detroit 2, Michigan

Acrabore
ACCURATE
DEPENDABLE
AUGER BITS

Check these **Acrabore** advantages:

- ACCURATE DIAMETER
- CONCENTRIC SHANKS
- UNIFORM NIBS
- FULL POLISHED

BEST BY TEST

TAYLOR-GJEDE CO. INC.
WEBSTER, MASS.

Exclusive Sales Representative
JOHN H. GRAHAM & CO., INC.
105 DUANE ST. • NEW YORK 8, N. Y.

WHAT'S NEW

Utility Truck Body

Morrison Carry-All, made in models B-750, illustrated, and B-910, fit all standard 1/2, 3/4 and 1 ton new and used truck chassis.



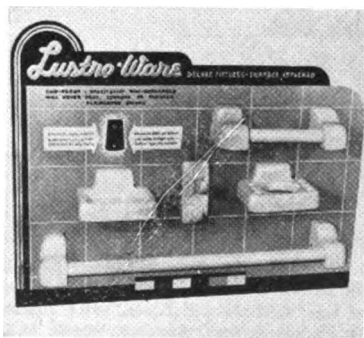
Features heavy gage steel construction, bridge type underbody, 48 1/2 in. width floor. Both employ a center control dual latch locking arm sealing double stamped door panels against a molded rubber gasket. Individual cylinder locks on each door, keyed alike. Carry-Alls have forged chrome-plated handles, recessed and compartment doors are made of an inner and outer steel stamping welded and assembled for alignment. *Morrison Steel Products, Inc.*, Buffalo, N. Y.

Shelf Hangers

Add-A-Pair shelf hangers permit addition of extra shelves to those already installed. Bethanized 1/4 in. steel wire used. Multiple installations hold up to 1,000 lbs. of pipe, lumber, paints, boxes, wrapped paper, old files. Shelves as wide as 12 in. may be created. *Ellbee Mfg. Co.*, Vine-land, N. J.

Bathroom Fixture

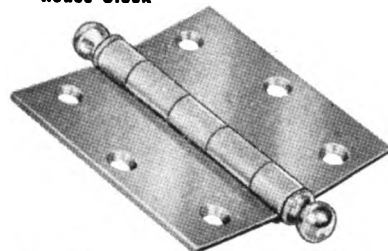
Lustro-ware bathroom fixtures available in a variety of color that stay bright. Molded of



Gensco Now Offers!

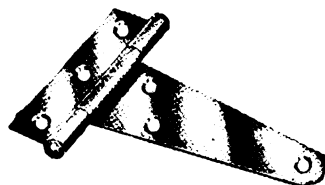
FAMOUS SWEDISH HINGES AND SCREWS

- Finest Swedish Quality
- Reasonably Priced
- Complete Sizes, Styles, Finishes
- Prompt Delivery from our Warehouse Stock



A complete range of butt hinges for all applications in all finishes. The finest

quality produced anywhere. Standard U. S. specifications and packaging.



T and STRAP HINGES

A complete selection of builders' shelf hardware including bolts, hasps, brackets, back flaps, light

narrows, etc. Famous Swedish steel and finishes.



A complete range of sizes, types and finishes in superior quality Swedish wood screws. Prompt delivery.



FULLY GUARANTEED!

See Your Jobber or Write for Prices

GENSCO TOOL DIVISION

GENERAL STEEL WAREHOUSE CO., INC.
1807 North Kostner Avenue, Chicago 39, Illinois

GREENLEE CHISELS

Now Plastic-Sealed

... protects your stock,
brings full value to the user

Yes, that fine finish you
always find on GREENLEE
Chisels now has sure,
constant protection from factory
to user. Because GREENLEE

Chisels are Plastic-Sealed
with a heavy protective coating
over the entire blade.

That means they are shielded
from shipping and handling damage,
seashore and other humid
conditions. Think of

the costly stock maintenance this
eliminates for you ... you
know your chisel inventory is
in perfect shape at all times.

And you know that when
your customers put
these fine GREENLEE
Chisels to work they'll do
the job right!

TOOLS FOR CRAFTSMEN

GREENLEE



STOCKED BY LEADING WHOLESALERS

FAST SELLERS IN THE GREENLEE HIGH-QUALITY LINE

Auger Bits • Expansive Bits • Socket Butt Chisels • Socket Firmer Chisels • Car Bits • Razor Blade Draw
Knives • Automatic Push Drills • Spiral Screw Drivers • Bit Extensions • Bell Hangers' Drills • Turning
Tools • For complete information on these and other fine GREENLEE Tools, write today to
Greenlee Tool Co., Division of Greenlee Bros. & Co., 1811 Herbert Avenue, Rockford, Illinois, U.S.A.

WHAT'S NEW

Styron plastic they are practically non-breakable and will not chip, check, warp or become discolored from alkali, alcohol or acid. Installation of recess or surface attached fixtures solidly made on any wall surface. *Columbus Plastic Products, Inc.* 1625 W. Mound St., Columbus, Ohio.

Packaged Wheel Barrow

Buch Whiz barrow is packaged in a carton of parcel post dimensions. Three cu. ft. heaped ca-



capacity. Features 10 in. cushion tired wheel, oilite bearings. Pressed steel, seamless tray. Rubber handle grips. *Buch Mfg. Co., Elizabethtown, Pa.*

Tackle Boxes

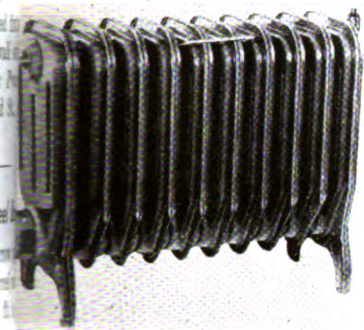
My Buddy Royalite tackle boxes coated in an alligator finish. This box is almost indestructible as this material will



not rust, rot, warp, crack, peel, dent or break. *Stratton & Terstegge Co., Louisville, Ky.*

Electric Steam Radiator

Electresteen portable radiators have no exposed wires, no burn to the touch elements or flames. Eight section model, retail \$37.95, for average size rooms, 10 section Electresteen, \$42.95, for more than average



size rooms. Available in walnut or ivory finish. Feature three speed adjustable control, low, medium, high and off. Shell made of cold roll steel. Safety fuse plug, standard air valve, nickel chrome wire electric element encased in lifetime copper tube. *Electric Steam Radiator Corp., Paris, Ky.*

Filtering Funnel

Filtr-Funl VC 18-8 in. filtering funnel made of acid, alkali and solvent resistant plastic with sealed-in stainless steel screen. Works with photographic solutions, outboard motors, power lawn mowers, alcohol and gasoline stoves, lamps and lanterns.



Made of light amber-colored saran plastic. Retail: \$1.25. *Bowen Mfg. Co., Villa Park, Ill.*

Laundry Hamper Finish

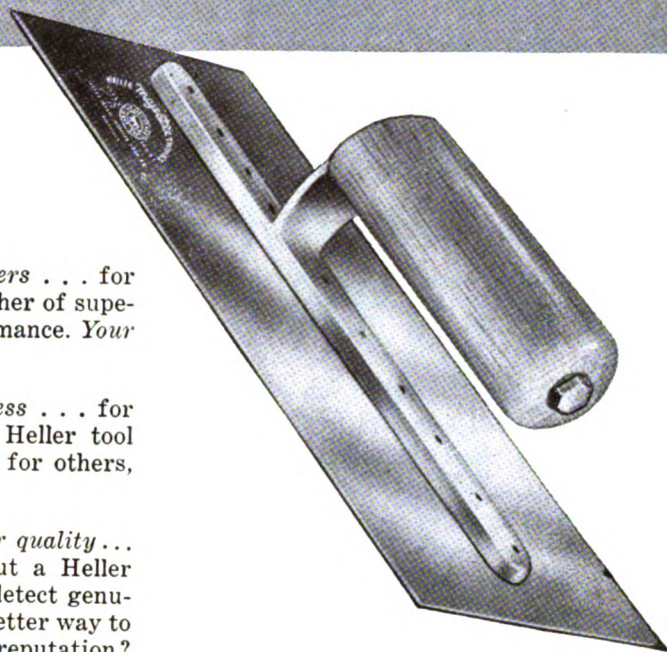
Pearl-Wick hampers now feature a hard baked enamel finish that will not scratch or chip. Other features of line include: Duroweve fibres, permit air to circulate through non-clog air

Profit Plus IN HELLER TOOLS

PLUS more customers . . . for one user tells another of superior Heller performance. *Your* business benefits.

PLUS repeat business . . . for the buyer of one Heller tool comes back to you for others, again and again.

PLUS reputation for quality . . . the instant you put a Heller tool to work, you detect genuine quality. What better way to contribute to *your* reputation?



"MAJESTIC" PLASTERERS' FINISHING TROWEL

Light weight. Hi-grade spring steel blade. Aluminum alloy mounting. Smooth basswood handle. Sizes: No. 315-A, 4½" x 11". No. 315-F, 4¾" x 11½".



BRICKLAYERS' HAMMER NO. 40
Drop forged, tempered, correctly balanced. Black enamel finish. Weight, 1½ lbs. Face and cutting edge ground and polished. Hickory handle.

TILESETTERS' HAMMER NO. 11
Drop forged, tempered, correctly balanced. Fully polished. Weight, 3 oz. Edge and face accurately ground for neat, sharp work. Hickory handle.

"MAJESTIC" BRICKLAYERS' TROWEL NO. 45-B

London Narrow Pattern. Blade, post and tang forged in one piece. Tempered, taper ground and polished. Hardwood handle. Perfect balance. Size: 4¾" x 11".



Heller Tools are packed in sturdy boxes with attractive end labels for easy identification.



HELLER

BROTHERS COMPANY

Newark 4, N. J. Newcomerstown, Ohio

CONTACT YOUR JOBBER for our FULL LINE of Carpenters', Machinists', Tinnners', Upholsterers', Bricklayers', Tilesetters', Blacksmiths' and Farriers' Hammers. Also Craftmaster Scrapers, Chisels, Punches, Masterenches. Files, Rasps and other quality tools.



Profits jump when you stock and sell Star Molyflex Hack Saw Blades... you make four times as much money as you do with standard steel blades. Customers go for Molyflex—like the way these top-quality high speed steel blades cut 23.8% longer than other brands of high speed flexibles—come back again and again with re-orders. Feature Star Molyflex Blades—get your share of *extra* Molyflex profits. Rush an order to your jobber today.

GET THESE STAR SALES AIDS FROM YOUR JOBBER

No. 166—Counter Display Card holding 10 Molyflex Blades. No. 45—Display Card that sells 3 Unbreakable Special Flexible blades at a time. Also, free Star Wall Chart—free 32-page booklet, *Metal Cutting*.

FEATURE STAR
STEELRITE
METAL MARKING
CRAYONS

Attractive counter box guarantees ready, steady sales.



COMING SOON!

Sound Slide Film: "Hitch Your Wagon To A Star". Available for distributors' sales meetings.

CLEMSON

BROS., INC.

Middletown, N. Y., U.S.A.

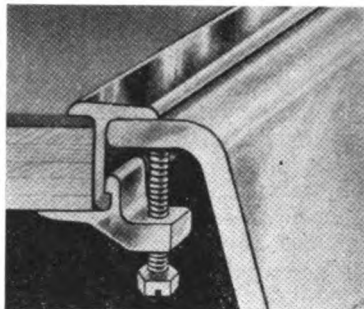
Makers of hand and power hack saw blades, frames, metal cutting band saw blades and Clemson Lawn Machines

WHAT'S NEW

vents when hamper is full; and unobstructed opening at top. *Pearl-Wick Corp.*, 27-50 First St., Astoria, Long Island, N. Y.

Clamp Down Frame

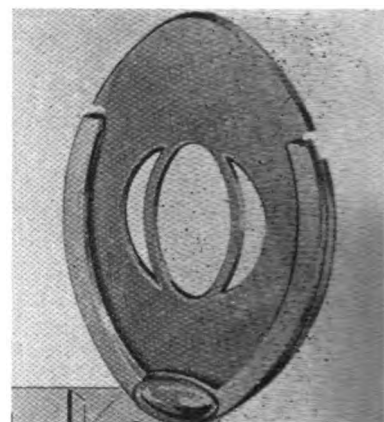
Ardee clamp down type frame makes watertight sink frame installation. Covering material,



plywood counter top and frame are permanently held together by a series of small clamps attached beneath the sink bowl rim. Available with notched corners for square cornered sinks and special lugs for use on vitreous china and porcelain bowls. *R. D. Warner Co., Inc.*, 295 Fifth Ave., New York City 16.

Power Saw

Portable power saw combination, consists of model 71—7 in. blade saw and a portable saw table. It will do both bench and outside work. Lightweight unit will frame 2 in. material at a 45 deg. angle and cut from 2 3/8 in. to 1/2 in. at 90 deg. Saw table has full angle and bevel adjustments. *Mall Tool Co.*, 7702 South Chicago Ave., Chicago 19, Ill.



One-Way Vision Grille

Ajax one-way vision grille with set-in mirror. Mirror makes unit weatherproof. Set-in brass styled die cast Zam grille available with or without mirror. No mortising required. Features: telescoping collar; concealed strike, hinges and machine screws; all standard finishes available; finishes guaranteed for life of installation. *Ajax Hardware Mfg. Corp.*, 4351 Valley Blvd., Los Angeles 32, Cal.

Food Chopper

Enterprise No-Clamp chopper stands on its own base. Chops meat, vegetables and fruits.



Body is heavily tinned; cutting parts of tempered steel. Six parts, body, feed screw, knife, two interchangeable plates, ring and handle. Capacity two pounds of meat per minute. A 16-page recipe book included in carton. One display stand per case supplied. Retail: \$6.95. *The Enterprise Mfg. Co. of Pa.*, Philadelphia 33, Pa.

Finest Clincher Couplings and Menders For EITHER PLASTIC or RUBBER HOSE



No. 12CL



No. 85CL

Sherman "long-grip" Couplings and Menders are the best known and most widely sold in the trade.

Special features make them the best for repairing or connecting either plastic or rubber hose. Dealers everywhere report that the "Staggered Fingers" are the greatest improvement in clincher types ever offered, and outsell any other. Every other finger is longer and grips farther back from the end of the hose. These staggered fingers press tightly against the multiple corrugated tail piece—another Sherman feature. Diameter of tail pieces are engineered to easily insert in either plastic or rubber hose.

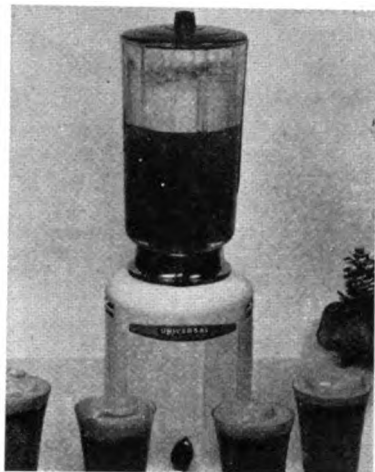
H. B. SHERMAN MFG. CO.
Battle Creek, Mich.

Sherman
"long-grip" Couplings
and Menders

WHAT'S NEW

Mixablend

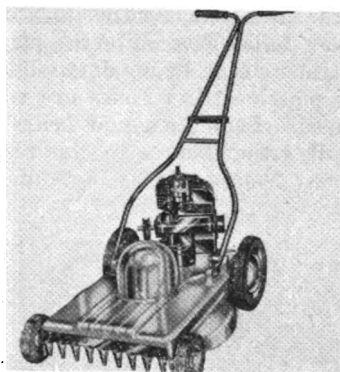
Universal Mixablend blends, mixes, whips, purees and grinds. Equipped with stainless steel



blades, 32 oz. glass container with fluted interior—fits on rubber projections atop the base. Motor assembly is anchored to wide base. Fitted with two-speed, air-cooled, self-lubricating motor, sealed-in housing. *Landers, Frary & Clark, New Britain, Conn.*

Rotary Power Mower

Savage rotary power motor powered by a 1.6 hp 4 cycle Briggs & Stratton engine with belt drive. Cutting width 19 in. Single one-piece blade is Sta-Temp hardened and tempered.



Mower features deep skirt reaching to the ground all around, enclosing whirling blade. Mower is 4 wheeled model with turret-type shaft and belt guard. Three cutting heights. *Savage Arms Corp., Chicopee Falls, Mass.*

(Resume reading on page 13)

New
IMPROVED
SALES-BUILDING
FEATURES
in

CHAPIN Compressed Air SPRAYERS



A wide range of Chapin sprayers for every prospect . . . every purpose. Featuring smart, new designs in funnel top and open head models. Full operating tank capacities, 2½ to 4 gals. Sturdily built of Armco zinc-grip galvanize or copper.

Also a complete line of hand sprayers, dusters, knapsack and wheelbarrow sprayers.

WRITE FOR CATALOG No. 51

R. E. CHAPIN
MANUFACTURING WORKS, INC.
200 Chapin St. Batavia, N. Y.

Another
PROFIT-MAKER



For You

The Sensational, New

CONCO

PORTABLE
ELECTRIC RADIATOR



RETAILS
Regularly at
\$22.95
4500 BTU

Provides quick, abundant heat where and when wanted!

OUTSTANDING FEATURES

SAFE Underwriters' Approved. Uses no water, steam. Fully enclosed heating element. Even at full heat unit will not cause a serious burn if touched.

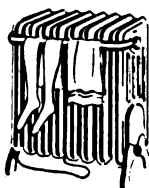
FAST Begins heating as soon as plugged in. Consumes 1320 watts, A. C. or D. C., emitting 4500 TU's per hour, the equivalent of 18 3/4 sq. ft. of steam radiation.

LIGHT Weighs only 28 1/2 pounds. Easily portable, nicely balanced. Compact, size 23" x 7" x 19". Smartly styled.

ECONOMICAL Costs approximately 2 cents per hour to operate (average rates). Saves on regular fuel in spring, fall, through winter.

101 HOME USES

• IDEAL in nursery, bath, on porch, in basement, bedrooms, laundry, playroom, cottages, workshop. RIGHT: Convenient carrying handle folds over to double as handy drying rack.



WRITE for complete information on this outstanding new product.

CONCO ENGINEERING WORKS

Division of H. D. Conkey & Company
Mendota, Illinois

AFFILIATES:
CONCO MATERIALS HANDLING DIVISION
Cranes — Hoists
CONCO BUILDING PRODUCTS, INC.
Brick — Tile — Stone

TO HELP YOU SELL

New Displays and Other Dealer Sales Helps

(Continued from page 13)

pation into the roaster to see what's cooking. *Nesco, Inc.*, Milwaukee, Wis.

Vise-Grip Merchandiser

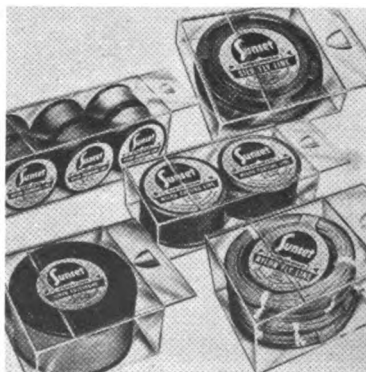
Petersen merchandiser displays one of each of the six Vise-Grip wrenches. Built of



plywood, finished in four color enamel, unit has easel for standing, holes for hanging. Available free with purchase of six wrenches. Dealer cost, \$8.70. *Petersen Mfg. Co., Inc.*, DeWitt, Neb.

Sunset Line Packages

Sunset fishing lines packages feature labels brand name. Top grade fishing lines have gold foil label in black and white. Second grade lines have basic design with silver foil. Five different sizes of transparent, heavy duty, slide-top plastic utility boxes are employed. Each item now bears a family resemblance to the rest. *Sunset Fishing Lines*, Petaluma, Cal.



Cutting Tool Catalog

Condensed hardware catalog covering the important items in the Chicago Latrobe line of cutting tools. In loose-leaf form, it has the universal Kalamazoo punch in the 8 1/2 by 11 in. size. Sets are available also in the 11 by 11 in. size. *Chicago-Latrobe*, 411 West Ontario St., Chicago 10, Ill.

Brass Fitting Cabinet

Imperial glass front brass fitting stock steel display cabinet. No. 453FH, finished in three colors. Unit includes connecting tubing in sizes from 1/4 to 5/8 in. outside diameter; pipe thread ends from 1/8 to 1/2 in. There are 622 fittings of the 82 most needed types and sizes including flared, improved compression and brass pipe fittings and several shut-off valves. Each fitting has its own closed compartment with glass front and individual rais-



ing lid; each compartment labeled with picture of fittings, catalog number, size and retail price. *The Imperial Brass Mfg. Co.*, 1200 W. Harrison St., Chicago 7, Ill.

Soldering Gun Catalog

Soldering gun catalog covers the complete line of Weller guns for all soldering requirements and features new light-duty model with dual spotlights. Twin prefocused spotlights eliminate shadows in working area. *Weller Electric Corp.*, Easton, Pa.

Guide Master Display

Guide Master three color display with a representative selection of tools, occupies 6 sq. ft. of



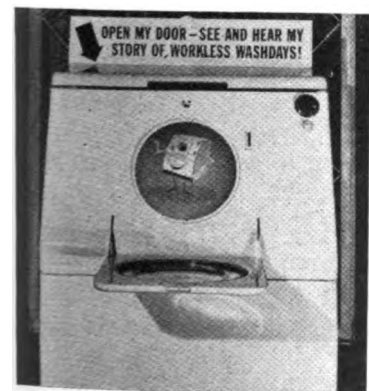
floor space. Contains storage cabinet for extra tools. Identification and pricing stickers included. Display is available with the purchase of an assortment of tools, retail \$348.60, dealer cost, \$255. *Mall Tool Co., 7740 S. Chicago Ave., Chicago 19, Ill.*

Safety Training Booklets

Six training booklets for supervisors called "Psychology of Safety in Supervision." You Can't Change Human Nature, What Is Your UQ, Teaching Safety on the Job, People Act Alike, Safety Takes Teamwork, and, You Are Human Too. Sets cost members 90 cents, non-members \$1.80. *National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.*

Talking Laundromat

Laundromat shell with film and voice built in is available. When prospect opens the door the machine starts to play. In five minutes the prospect is given every phase of the machine's operation. Thirty two color pictures appear in the door which serves as a screen and a



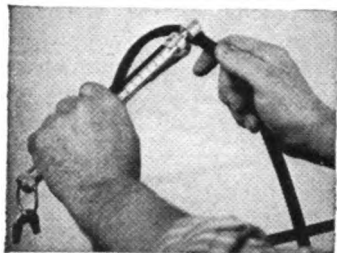
This is what you call RACK-ing Up Profits

**\$324.00 gross profit
from 3 sq. ft.**

A Complete V-Pulley and V-Belt Business in Less Space Than V-Belts Alone Usually Need!



Worthington "Profit-maker"—compact, combination-display-and-storage rack cuts inventory cost 75% due to interchangeable feature of QD Jr. hub and pulleys.



New, Convenient, Correct Way to Measure V-Belts

Beltmeter measures outside diameters—you can match replacement belts exactly.

The new display racks designed for Worthington QD Junior V-Pulleys and Worthington-Goodyear FHP V-belts . . . are scoring high in the profit column.

More sales from less inventory . . . more profit from less space . . . that's the secret. The Pulley display takes up just 1½ sq. ft. of counter space—in back are storage shelves. And the belt display, occupying only 1½ sq. ft., carries a sufficient assortment to handle over 70% of FHP requirements—no dead stock.

From only 3 sq. ft. of counter space, dealers are averaging \$324.00 gross profit based on four turnovers.

Contact your local Worthington jobber* and send the coupon for more information on the bigger profits with Worthington FHP Profit-Maker assortments.

**If you are a jobber, you're welcome, too, to investigate the profits in Worthington-Goodyear.*



Worthington - Goodyear SerVomatic — "help-yourself" display. "Space Miser" packaging reduces belts as long as 100 in. to overall packaged length of 15 in. Sizes clearly marked. Clear-vision inventory strips.

WORTHINGTON



MERCHANDISING DIVISION

*The Good Right Hand
of Industry*



Worthington Pump and Machinery Corporation
MVD Sales Division, Dept. N853, Buffalo, N. Y.

Please tell me how I can make higher profits with Worthington V-Pulleys and Worthington-Goodyear V-Belts.

NAME.....

COMPANY.....

ADDRESS.....

MORE { TRAFFIC SALES PROFIT

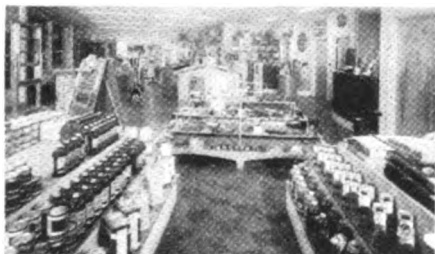


*Neat and Attractive
Fully-Insulated
All-Steel*

UNIVERSAL BUILDINGS

BRING in the customers with a prosperous looking store, comfortably cool because each panel is fully insulated at the factory (saves fuel in winter, too!). Use any type of front you want—arrange the interior to suit your needs.

All-steel panel type construction assures strength and durability. You cut building costs, eliminate construction delays because Universal Buildings are simple to erect, easy to maintain.



ADAPTABLE TO FUTURE REQUIREMENTS

Pre-assembled panels are interchangeable, can be combined to fit practically any requirement. To meet future needs, single span buildings can be expanded to multiple spans or lengthened by adding wall panels and roof sections. Fully insulated Universal Buildings are ideal for stores, any kind of storage, display rooms, workshops, loading docks, many other uses.

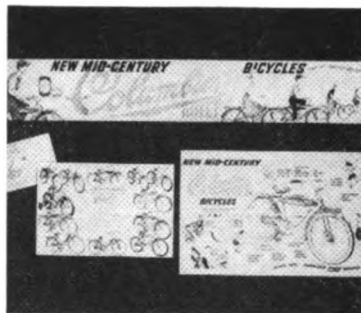


TO HELP YOU SELL

500 word selling story is presented. *Westinghouse Electric Corp.*, Mansfield, Ohio.

Columbia Dealer Helps

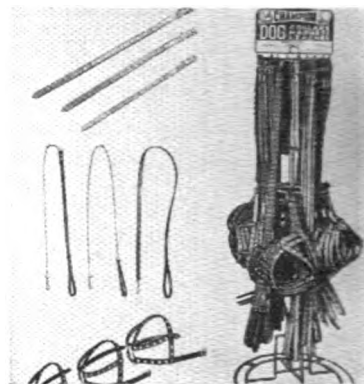
Columbia 24-page catalog shows all fully equipped bicycle models in color in large size with the unequipped models in smaller size in black and white. Other pages detail the new style features and some of the main construction points. For wholesalers the 12 pages of the bicycle illustration section is provided in loose leaf form with an added 3 in. margin at the left. For consumer give away a large broadside folder is set up as a self mailer with imprint offered at nominal cost. Free on an allotment basis figured on re-



tailer's volume of orders. Illustrated is a window post and streamer in color, varnished and provided with gummed strips. Mat catalog service in file folder style with proof sheets stapled inside. One ad offers free demonstration. Also available is a Christmas poster made so the holiday part can be removed leaving a permanent poster with a section done in luminescent paint. *The Westfield Mfg. Co.*, Westfield, Mass.

Dog Equipment Assortment

Champion dog collar, harness and leash display unit is a revolving floor model type. Deal consists of either an assortment of all russet collars, leashes and harnesses or of the same items in red, black, green and russet. Rack is free packed with the merchandise in one carton. Russet assortment dealer cost: \$44,



colored group, \$46.50. *Ambassador Leather Products, Inc.*, 54 Lispenard St., New York City 13.

Solder Slide Film

To help inform distributor's salesmen about a new machine cast bar solder, a 15 minute slide film is available for any group meeting requesting it. A representative will attend to explain the sales advantages of the product. *Federated Metal Division, American Smelting & Refining Co.*, 120 Broadway, New York City.

Big Beam Dealer Helps

Day-Glo counter card in which a Big Beam model No. 111 hand lamp is displayed. Also series of eight local newspaper ads in



mats and electros. *U-C Lite Mfg. Co.*, 1050 West Hubbard St., Chicago 22, Ill.

Plumbing Specialties

Hoco packaged rubber plumbing specialties including tank balls; sink suction basin, and bath stoppers; closet seat bump-

NEW SOLID-STYLED MAIL DROP PLATES AT A SURPRISINGLY **LOW PRICE!**

AJAX
HARDWARE OF PRO

All Finishes—
Guaranteed

CAST BRASS APPEARANCE

created with wrought brass.
Concealed mounting screws
under flap enhances smooth
graceful styling.

TOPS IN QUALITY

Spring tension holds flap in
position and makes unit
weather-proof. 1 7/8" x 7"
opening meets postal regu-
lations. Guaranteed for life.

DOWN-TO-EARTH PRICE

Advanced production tech-
niques make possible a price so
appealing you'll want to check
into it right now!

Write for literature today

AJAX HARDWARE MFG. CORP.

4351 Valley Blvd. • Los Angeles 32, California

With
Interior
Hood



P & C's NEW

Thrifty 50

puts Magic in Your
Tool Sales!

**P & C Hand Forged
Tool Company**
Portland 22, Oregon
Cable Address: PANDCTOOL



Sell more tools **FASTER** when Thrifty-50 reminds your customers of tools they need

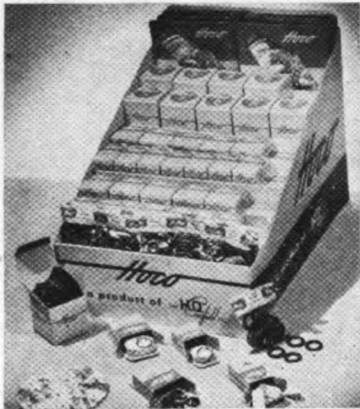
Thrifty-50 is the closest thing to magic for
sparkling tool sales you have seen yet.

Spot Thrifty-50 in your highest-traffic, highest-
profit counter location. Watch its flashing
beacon attract attention. See customers
instinctively reach for the P&C tools they
need. The tools on Thrifty-50 are the tools
that **sell—FAST.**

Here's the ideal combination hardware
dealers want... **FAST TURNOVER** on a
mighty **LOW INVENTORY.** Ask your
P&C distributor salesman to show you
Thrifty-50. Or write today for information
on Thrifty-50 to make more money on a
smaller tool stock.

- ◆ Tool locations shadow marked. Prices, tool numbers
save time and work for sales clerks.
- ◆ Make more profit per sq. ft. T-50 takes only 18-in.
diameter space.
- ◆ Three attractive colors set off the tools to best advan-
tage on this beautiful new revolving salesman. It
sells for only \$7.25, complete with flashing, illu-
minated beacon.
- ◆ Total tool cost to dealers with two each of the 50
most popular P&C tools, is only **\$75.72.**

TO HELP YOU SELL



er assortments, household faucet washer assortments and hose washers. Each item packed in a self contained display container. *The H. O. Canfield Co.*, Bridgeport, Conn.

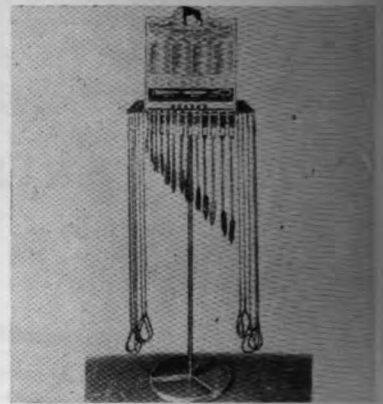
Porcelain Enamel Book

Hand book outlines the main selling points of porcelain enamel, for retail salesmen.

Basis for selling points is explained in non-technical terms so the salesman can back up his statements with an explanation of physical principles involved. Porcelain enameling processes described and illustrated. *Porcelain Enamel Institute, Inc.*, 1010 Vermont Ave., N.W. Washington 5, D. C.

Youngstown Booklets

Kitchen Planning on a Small Budget, 20 pages, has been revised to include photos and reference to the Jet Tower dish washer and other new equipment. Before and after pictures included. Another 24 page booklet, *The World's Newest Kitchen Ideas* makes up consumer catalog. Well illustrated with four color photos and artwork, book shows entire Youngstown line. *Mullins Mfg. Corp.*, Warren, Ohio.



Collar, Leash Display

Flex dog leash and collar line introductory display and assortment. Molded from a pliable Vinylite base material, Flexene, the collars and leashes will not absorb dirt, moisture or dog odors. Made in six colors and 13 different sizes. Illustrated in assortment No. 3A. Cost to dealer for wall rack with selection chart for 100 breeds of dogs is \$3. Assortment includes 26 collars and 12 leashes. Cost to dealer, \$34.04, retail value: \$62.05. *Hungerford Plastics Corp.*, Murray Hill, N. J.

(Resume reading on page 14)

*in '51
sell the Lure
that Sells!*

**1951
PRICE LISTS,
CATALOG INSERTS,
ELECTROS,
SALES HELPS
ARE READY
NOW!**

LAZY IKE and the Kautzky Tackle Line



A proven money-maker for jobbers and dealers . . . a terrific fish-getter everywhere! Without a doubt, Lazy Ikes are taking their place among the most popular fishing lures in America.

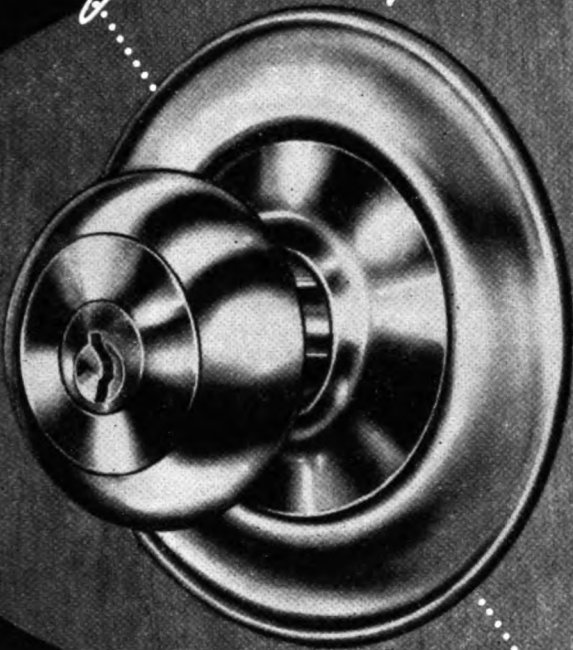
JOBBERS: Write today. Get complete sales material on Lazy Ikes and the 1951 Kautzky Line.

THERE'S A NEW LAZY IKE
New for '51 . . . the No. 0 Lazy Ike for fly rods. It's dynamite in a small package.

REDUCED FREIGHT ON "APPETITE" CATFISH BAIT
New, lightweight tin containers to cut freight costs. Glass containers still available.

KAUTZKY MANUFACTURING CO., Fort Dodge, Iowa

High Style



CYLINDRICAL LOCKS

NEW *Lyric* design

large escutcheon shown with
WESLOCK No. 230 five-pin
tumbler entry lock set.

Low Cost

WESLOCKS provide you with lock sets and decorative trim of the most advanced design and highest quality for every door in the house. For example, the NEW Lyric escutcheon shown gives any home an outstanding touch of luxury...yet the cost is so low that it can be included in the most modest budgets. Quality construction, beautiful designs, low cost and wide selection are all reasons why WESLOCKS are accepted by Architects, Builders and Lending Institutions. Send for the latest catalog, today.

WESTWOOD

MANUFACTURING CO.
1420 So. Evergreen Avenue
Los Angeles 23, California



Another WESLOCK Installation:

5,000 Norwalk Manor Homes,
Los Angeles County, Calif.
FHA and VA insured

Builder:

Milton Kauffman, Inc., Los Angeles

Hardware Contractor:

Sterling Wholesale, Gardena, Calif.

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To Honor Hardware Dealers In 1950 Brand Name Contest

The hardware store which presents the most outstanding promotion emphasizing the benefits of America's brand competitive system and the reliability of branded products to the public during 1950 will be honored as the Brand Name Retailer of the Year, it was announced recently by the Brand Names Foundation, 37 W. 57th St., New York City 19.

This is the first time that a hardware dealer category has been included in this brand name competition.

This award is one of 17 which will be made to merchants in various categories of retailing. Certificates of Distinction will also be presented to the five hardware stores which are runners up for the Retailer of the Year awards. Similar citations will be given to the five runners up in the 16 other retail store classifications.

The winners will be selected by the Foundation's Retail Advisory Committee comprised of 22 retail executives representing various fields of merchandising. The hardware field will be represented on the committee by Leon C. Warner, president, Warner Hardware Co., Minneapolis, Minn.

Preliminary entry forms are now being distributed by the Foundation. Hardware stores may obtain entry forms by writing to the Foundation at the address given above.

Competing stores should submit one of three types of brand promotions: A single institutional promotion of all manufacturers' advertised brands; promotion of a specific manufacturer's advertised brand; or presentation of the store's year 'round brand promotion program.

The four major standards

to be employed by the judges in selecting the winners are: Extent that the benefits of the brand competitive system are explained to customers and employees by the store; use of media and degree of coordination throughout the year or in a single promotion; originality; and sales results.

A store may file an entry for the award on the preliminary form.

A qualified store executive, a representative of a newspaper, trade magazine, radio or television station, transit or outdoor advertising company, advertising club, retail division of a chamber of commerce or any other individual qualified by observation who can submit the necessary data about the nominee, may make the nomination for the award. The closing date for the preliminary entry forms is Jan.

10, 1951. The judging committee will then examine all entry forms and select the outstanding nominees in each category for final judging. Those selected will be asked to submit detailed presentations showing examples of the promotions they have described on their preliminary entry forms. The closing date for finalists' presentations is Feb. 10, 1951.

SCHICK INC. APPOINTS CHESTER G. GIFFORD

Chester G. Gifford has been appointed executive vice-president of Schick, Inc., Stamford, Conn.

Mr. Gifford has resigned from Swank, Inc., Attleboro, Mass., where he is vice-president and general sales manager and a member of the board of directors.

Mr. Gifford had joined Swank in 1948 as general sales manager. He was made a member of the board of directors within the first year and then appointed vice-president.



CHESTER G. GIFFORD

Previous to joining Swank, Mr. Gifford had been with Schick, whom he joined originally in 1940 as middle western regional sales manager and was moved up to take responsibility for all Schick service station operations in the middle west and west in 1942. In 1943 he joined the armed services, serving with the Signal Corps in the European theater. On his return, in 1945, he was made eastern regional manager, a post he held until he joined Swank.

Bergen County Dealers' Home Show



This booth of the Bergen County Hardware Merchants Association, Inc., was manned during the Bergen County (N. J.) Home Show, Oct. 7-14, in the Teaneck Armory, by members of the group and representatives of hardware and allied line manufacturers and distributors, who demonstrated some of the many lines displayed. Questions as to a variety of lines offered by the members were answered by dealers and technicians, who were present during the hours of the show, which attracted more than 80,000 visitors. The exhibit, which was voted the best at the show, was arranged by a committee of five men and Miss Hilda Champion, secretary of the group.

PENNSALT ASSISTANT TO VICE-PRESIDENT

Albert H. Clem has been named to the newly created position of assistant to the vice-president in charge of sales of the Pennsylvania Salt Mfg. Co., 1000 Widener Bldg., Philadelphia 7, Pa. Mr. Clem was formerly assistant manager of sales in the special chemicals department.

He joined Pennsalt in 1938 in the research and development division. Horace F. McIntyre, formerly Philadelphia district sales manager of the special chemicals department has been promoted to product supervisor in that department. John M. Davidson, formerly a sales service representative in the Pittsburgh area, became Philadelphia district sales manager.

THE TRADE ★ ★ ★ ★ ★ ★ ★

NOVEMBER 16, 1950

UTICA DROP FORGE ADVANCES HUGHES

The appointment of Thomas R. Hughes as vice-president and sales manager has recently been announced by Utica Drop Forge & Tool Corp., 415 Whiteboro St., Utica. Mr. Hughes joined Utica Drop Forge in 1940 as a production control man and progressed through the manufacturing side of the business to head the shop. He then moved into sales. During the past year as sales manager he has traveled from coast to coast visiting and working with Utica representatives, wholesalers and other customers. He is a member of the Texas Hardware Boosters, the Central States Hardware Asso-



THOMAS R. HUGHES

ciation, the N. Y. State Retail Hardware Association and the Ohio Hardware Association.

A. L. Shapleigh and W. McK. Shapleigh

Made Officers of Hardware Company

Alfred Lee Shapleigh, II, has been elected an assistant treasurer and Warren McKinney Shapleigh an assistant secretary of the Shapleigh Hardware Co., wholesalers, 900 Spruce St., St. Louis 2, Mo.

Mr. Lee Shapleigh joined the company upon his discharge from the Navy as a lieutenant in 1945. He was elected a director of the company in 1949 and is at present en-

gaged in handling and production work and labor relations.

Mr. Warren Shapleigh joined Shapleigh in 1946 upon his discharge from the Navy as a lieutenant. He was elected a director of the company in 1949 and has been engaged in the buying department where he will continue as buyer for guns, ammunition, and major appliances.



A. L. SHAPLEIGH, II



W. McK. SHAPLEIGH

90 Chicago Dealers Earn Training Course Diplomas

Edwin A. Fritsch, supervisor of distributive education in Chicago, recently presented 90 Chicago retail hardware dealers with diplomas at the Como Inn for having completed an 18 hour retail sales training course. The occasion, which was attended by 125 dealers, was the last in a series of six retail hardware clinic meetings which have been held during the past year by the Chicago Retail Hardware Association. The average attendance for the six clinic meetings was between 125 and 150 persons.

Due to the success of the hardware clinic meetings, the educational committee is now planning a second series to be held in 1951. This will provide the hardware industry with a further opportunity to improve sales techniques and train sales personnel to explain the services for which goods are made, according to J. C. Amis, secretary of the association.

Donn Mason, senior counselor of the Donn Mason Sales Co., represented the Chicago Board of Education and presented this year the discussions on technical sales skills covering the topics of Developing Your Sales Personality; How to Meet People; Suggestion Selling; Acquiring New Responsibilities; Use of Good Speech in Conversation; and How to Solve Customers' Problems.

Product knowledge information was furnished by the leaders in their industries telling how a product is made, what it is used for and the easiest way to sell it. Jack Bigelow, president of the General Paint & Varnish Co., lectured on Paints and Colors at the first meeting. Industry leaders appearing at the following meetings were Ivan Ostberg, president, Ostberg

Seed Co., Lawn Care; Herbert Warner, head of the detective service department, Carson Pirie Scott & Co., shop lifting; Rollie Plumb, Russell, Burdsall & Ward Bolt & Nut Co. (formerly with Eagle Lock Co.), padlocks and night latches; Ben Leve, Carborundum Co., abrasives and their uses; and W. A. Pennington, Dole Valve Corp., heating supplies.

Although retail hardware training is not an innovation in the activities of this association, Mr. Fritsch told those present, this clinic was the largest and most successful of any with which the Board of Education has ever been connected. Mr. Fritsch and the board of education has been credited with much of the success of the clinic, for securing the conference leader on technical sales skills. The educational committee of the association has also been credited for its work in planning the sessions and obtaining leaders of industry who presented the products knowledge in various fields of the industry.

*MORTON DIRECTS SALES FOR AUTOMATIC WASHER

Hodge C. Morton has been appointed director of sales by the Automatic Washer Co., Newton, Iowa. Mr. Morton has spent almost 20 years in the household appliance and home laundry equipment fields, most recently as head of the contract sales division of the Murray Corp. of America, Scranton, Pa.

Prior to that he served as regional manager of the Maytag Co., leaving that post to served the WPB. After active navy service he became assistant sales manager of the home laundry appliance department of the Frigidaire Division of General Motors.



LAWRENCE L. WITHERILL

B. F. GLADDING UNDER NEW MANAGEMENT

The announcement was made recently that a group of central New York businessmen, headed by Lawrence L. Witherill and John K. Dougherty, both of Cazenovia, N. Y., have acquired control of the 134-year-old B. F. Gladding Co., South Otselic, N. Y.



JOHN K. DOUGHERTY

Mr. Witherill was elected president of the sporting goods company, and Mr. Dougherty vice-president and director at a special meeting of the board of directors. The new management has plans, soon to be announced, for product development and sales promotion designed to increase production and expand the field of the company's operations in the fishing tackle industry.

FRED ERNST HONORED BY INSURANCE COMPANY

Fred A. Ernst, president of Ernst Hardware Co., Seattle, Wash., has recently been honored for his long years of

service by the Northwestern Mutual Fire Association board of directors. He has been with the group as a director for 43 years. He was presented with a five-piece silver tea service in a special ceremony at the company's home office in Seattle.

ELECT ANDRE PRESIDENT CONGOLEUM-NAIRN

F. J. Andre, formerly president of Sheffield Farms, was elected president and a member of the board of directors of Congoleum-Nairn, Inc., at a recent meeting of the board.

In the presidency, Mr. Andre succeeds B. G. Steinetz, who will retire under the company pension plan, and on the board of directors, he succeeds Charles P. Montgomery, formerly vice-president of National Biscuit Co., who has removed his residence to Sarasota, Fla. Mr. Steinetz continues as a member of the board.

Sir Michael Nairn, Bart., of Kircaldy, Scotland, vice-chairman of the board and a board member since acquisition of the Nairn Linoleum Co. in 1924, resigned his post as vice-chairman and as a board member. His son, Michael George Nairn, was elected a director in his place, and Sir Robert Spencer Nairn, Bart., a member of the board of directors since 1924, was elected vice-chairman of the board succeeding Sir Michael Nairn.

E. C. ATKINS RE-ELECTS OFFICERS, DIRECTORS

At the recent annual stockholders meeting of E. C. Atkins & Co., Indianapolis 9, Ind., held in Sept., all directors



O. F. HESLAR

were reelected. Following this the directors reelected all present officers and named two new ones. O. F. Heslar is executive vice president and J. G. Martin, assistant secretary-treasurer. Mr. Heslar recently associated with the company, is a retired Captain of the Navy and was formerly director of public works and supply for the state of Indiana. Mr. Martin, who has been with Atkins 40 years, will also continue as credit manager.

A. L. Martinson has been promoted to merchandise manager and general sales manager of the hardware division according to K. W. Atkins, vice president, in charge of sales.

HOLD CLINICS AT H-I SALES MEETING

The Horrocks-Ibbotson Co., Utica, N. Y., recently held a three day national sales meeting in Utica at which time H-I men from coast to coast were present to preview the new line, discuss policies of the sales season and be told of the promotion and advertising plans.

The following clinics were conducted: Glass rods, Richard H. Balch, president of the company; split bamboo, E. S. Cookinham, assistant secretary; steel rod, J. M. Brennan, assistant treasurer; samples, J. C. Miller; reels, S. C. Delmont, chief engineer; and credits, G. K. Burnap, controller.

Mr. Balch stressed the completeness of the line with 40 members. He emphasized the H-I Power Glass rods in both tubular and solid glass.

FENNELLY DIRECTOR OF STEWART-WARNER

John F. Fennelly, partner, Glore, Forgan & Co., was recently elected to the board of directors of Stewart-Warner Corp., it has been announced.

Mr. Fennelly has been with Glore, Forgan & Co. and the predecessor company, Field, Glore & Co., since 1931. He became a partner in 1935. He was executive director of the Committee for Economic Development in 1943-44, and was vice-chairman of the Requirements Committee and Director of the Program Bureau of the War Production Board in 1942-43.



WILLIAM D. HIGGINS

SAVAGE ARMS ADVANCES HIGGINS, FALCON

William D. Higgins, formerly sales manager of the sporting arms division, Savage Arms Corp., Chicopee Falls, Mass., has recently been advanced to the position of assistant to the vice-president. Mr. Higgins joined the company's sales force in 1919, having been previously with



JOSEPH V. FALCON

the United States Cartridge Co.

Joseph V. Falcon has succeeded Mr. Higgins. Mr. Falcon resigned his position of vice-president in charge of sales and advertising for The Drybak Corp. to accept the Savage post. For many years he had been with Montgomery, Ward & Co. as buyer of arms and hunting equipment.

CANADIAN SALES AGENT

J. C. Millar & Associates, Vancouver, Canada, has been appointed sales agent for H. B. Ives Co., New Haven, Conn., for the entire Canadian market.

New Driving Power Behind AMERICAN PHILLIPS SCREWS!

New Campaign Goes Direct to Retail Buyers of Phillips-fastened products

Manufacturers of all types of products know the production-savings and sales-promotion power of American Phillips Screws. And now 14,000,000 prospective buyers of those products are being introduced, through the Saturday Evening Post, to the dependable "buy sign" of the Phillips Cross Recess (the recess with the wide center opening for easy driving). They are being told that:

✕ is a *Known Quality*... a mark of *Top Quality* throughout the product

This campaign puts greater sales drive than ever behind American Phillips Screws... another good reason why it's good business to Phillips-fasten *your* products.

4-WINGED DRIVER CAN'T SLIP OUT
OF PHILLIPS TAPERED RECESS

THE SATURDAY EVENING
Post

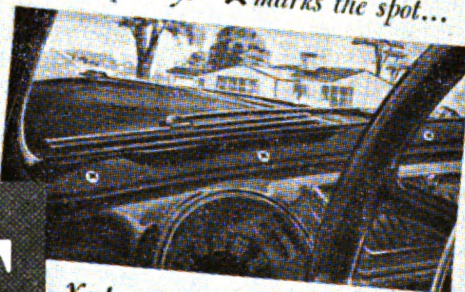
PHILLIPS HEADquarters is this new and modern 5-acre plant at Willimantic, Conn., where American is in strong position than ever to supply the growing demand for Phillips fasteners.



Can you find the clue...



...to quality? ✕ marks the spot...



Yes! a PHILLIPS SCREW

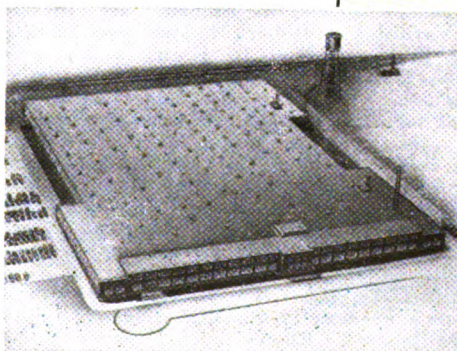
There's no mystery to quality when you know what clue to look for. Phillips Cross-Recessed-Head Screws are proof of extra care in today's manufacturing. They assure lasting, creep-free tightness at all points of fastening. Be on the lookout for Phillips Screws... used on everything from streamlined cars to modern hearing aids.

PHILLIPS Cross-Recessed-Head Screws
on sale at hardware, automotive
and mail supply outlets

ALUMINUM SCREW • BLAKE & JENNISON • CASCADIA • CENTRAL SCREW • CONFIDENTIAL SCREW
BLACK • GREAT LAKES SCREW • H. M. HARRIS • NATIONAL LOCK • PAVENHOLDEN
ROCKFORD SCREW • RIVALL • SANDERSON • SOUTHINGTON DRIVE • WILKINSON

AMERICAN SCREW COMPANY

Plants at:
WILLIMANTIC, CONN. and NORRISTOWN, PA.
Warehouses at:
589 E. ILLINOIS ST. 502 STEPHENSON BLDG.
CHICAGO 11 DETROIT 2



GENERAL MILLS APPOINTS WOLVERINE AREA HEAD

E. M. Schindeldecker has been named Wolverine district manager for home ap-



E. M. SCHINDELDECKER

pliances, it was announced by General Mills, Inc., 400 Second Ave., South, Minneapolis 1, Minn. His headquarters will be in Detroit.

He replaces John H. Burke, General Mills representative in that territory for the past two years.

Mr. Schindeldecker has been with the company for the past 11 years, and since 1946 has been in the home appliance headquarters sales organization in Minneapolis.

EUREKA-WILLIAMS HOLDS ELECTION

Five new members were elected to the board of directors of the Eureka Williams Corp., Bloomington, Ill., and all company officers were re-elected, it was announced recently following a board meeting.

L. A. Casler, Chicago; F. A. Daum, New York; M. L. Schafer, New York, were elected to the board to succeed three retiring members.

The retiring members were: E. O. Jones, Detroit; F. R. Muenzen, New Rochelle, N. Y.; and C. R. McElheny, Bloomington, Ill.

Reelected to the board were: H. W. Burritt, Eureka Williams president; A. L. McCarthy, executive vice president of the Eureka Division of the corporation; J. I. McClintock, Detroit; W. A. Matheson, Chicago; O. A. Glazebrook, Jr. and W. A. Maron, New York.

The board also reelected all company officers. In addition

to Mr. Burritt and Mr. McCarthy, they were: T. H. Wagner, vice president and treasurer; O. E. Nesmith, manufacturing vice president; R. C. Osborn, engineering vice president; G. W. Phister, secretary; W. T. Creed, comptroller.

BOOSTER CHRISTMAS PARTY ON DEC. 13

The annual Christmas Party of the Hardware Boosters, Inc., will be held Wednesday, Dec. 13, at the Hotel Roosevelt, New York City, and will include the traditional distribution of gifts and a floor show. Tickets, at \$10.00 per cover, are being distributed by Ralph S. Allen, Diamond Expansion Bolt Co., 48 W. Broadway, New York City.

CARLISLE MOVES TO NEW QUARTERS

The Carlisle Mfg. Co., a division of Newark Fireproof S. & D. Co., have consolidated the various plants and will move into spacious new quarters at 109-135 Meeker Avenue, Newark 8, N. J., it was announced by Irving Schactman, sales manager.

All divisions of the company, including the picnic refrigerator, humidifier and window ventilator plant form-

erly located at 159 Badger Avenue and the top-o'-stove, the Bake-All and flower box division formerly at 138 Avon Avenue will occupy the new plant quarters.

WEST BEND MAILS CHRISTMAS KIT

The West Bend Aluminum Co., West Bend, Wis., recently made up and distributed thousands of Christmas sales promotion packets built about the theme, A Galaxy of Giftware. With well over 12 tons of material sent to hardware dealers throughout the country this represented the largest mailing ever undertaken by the company. Stacked one on top of the other, the packets would have reached 700 ft. into the air.

WORTHINGTON ELECTS VICE-PRESIDENT

Austin C. Ross, manager of the Buffalo works of Worthington Pump & Machinery Corp., has been elected a vice-president of that company at a recent meeting of the board of directors. Mr. Ross will continue to serve as Buffalo works manager.

Mr. Ross joined Worthington in 1932 as assistant general purchasing agent, became assistant works manager of the Buffalo works in 1935 and works manager in 1940.

NAME CREDIT MANAGER FOR NICHOLS WIRE

W. F. Boore has been appointed credit manager for Nichols Wire & Aluminum



W. F. BOORE

Co., 1725 Rockingham Rd., Davenport, Iowa.

Mr. Boore had been with the Pittsburgh Steel Co. for many years prior to his retirement in June, 1950. He held many positions there, including the district managerships of their New York and Chicago offices.

HOME WORKSHOP TOOLS CHRISTMAS PACKED

The hardware departments of a retail chain has individually holiday packaged in red and green set-up boxes 26 popular items. By employing a transparent lid of Lumarith on the boxes, the tools receive full-view display. Season's greetings and a typical Christmas scene are printed in white on the lid.

This merchandising idea stemmed from the belief that many Christmas shoppers overlook the gift-appeal of home workshop tools. The organization decided the solution was a holiday package to catch the consumers' eyes, female particularly.

Among the tools gift-packaged are: Auger bits, screw drivers, sanding and polishing kit, combination square and level, several types and sizes of pliers and wrench sets and a metal tool box housing a complete socket wrench set.

SOLA ELECTRIC AGENT

The Sola Electric Co., Chicago, has announced that Eugene L. Park, Sr., will handle Philadelphia and the surrounding area.

Tint-A-Matic Marketers Convene in New York



The top executives of the respective Tint-A-Matic Marketers recently met in New York to form a technical advisory committee. The members are: L. Francis Case, president, Central Paint & Varnish Co.; Robert Matlack, president, Geo. D. Wetherill & Co.; and Ray L. Kerin, vice-president, Passanno-Hutcheon Co. This group was formed so the consumer public might be recipients of the paint making know-how of the paint factories involved. A merchandising program, including point of purchase displays, signs, color cards, public relations and advertising was outlined by A. H. Mohrhusen, merchandising director, Rahr Color Clinic, 9 E. 56th St., New York City 22. Left to right above: L. Francis Case, James W. Jenkins, George Mayer, Walter A. Gorrell, Robert Matlack, George Matlack, Lynn Barnett, H. H. Chambers, Irvin Ebaugh, M. Don Lyons, M. Rea Paul, Norman Murtha, John L. McCabe, Jr., Arthur H. Mohrhusen, Stewart McCabe, Leo Sophir, Frederic H. Rahr, president of the Rahr Color Clinic, and Robert C. Rhines.

NATIONALLY ADVERTISED



RETAIL PRICE
\$12.95
Complete with Jar

GEM DANDY
ELECTRIC CHURN

**MODEL 4-QT. — A SENSATIONAL
VALUE — A BIG PROFIT ITEM**

Churns up to 3 quarts of heavy cream or whole milk in a few minutes. High quality, heavy-duty, slow-speed motor with chrome steel housing. Aluminum shaft and dasher—detachable and adjustable. Mixes most anything. Here's a fast moving big profit item that practically sells itself.

RECOMMENDED DEALER'S COST\$8.63



DELUXE AND STANDARD MODELS

with new, improved, cool-running motors are adjustable to fit owner's crock or jar up to 6-gals. Most customers prefer Gem Dandy Duraglas containers in 3 or 5-gal. sizes. List price 3 and 5-gal. \$2.75. Recommended Dealer's cost \$1.65.

DELUXE MODEL\$19.95
Recommended Dealer's Cost\$12.49

STANDARD MODEL\$16.95
Recommended Dealer's Cost\$11.02

PRICES SUBJECT TO CHANGE

Order today from your distributor.

ALABAMA MANUFACTURING CO.
Dept. A-171, Birmingham 3, Alabama



FOR RENT *sign of Profit?*



FOR RENT
HOLT
Floor Machines

...certainly!

Roll in that rental income! Rugged, precision-built HOLT Floor Maintenance Machines won't be floored by rough-house wear and tear. Keep these popular profit-builders working for you day after day.

THE HOLT RENTAL TRIO
for consistent profits

These three Holt Machines strike overhead — out! Build rental leadership in your community with the famous Holt line. Start sharing *now* in Holt Floor Machine Rental profits. Send in the coupon TODAY for complete information.



Holt Edger



Holt Streamliner Whirlwind 8 Sander



Holt Aristocrat Polisher



HOLT MANUFACTURING CO.
651-681 20th St., Oakland 12, Calif. E

Yes! I am interested in HOLT Floor Maintenance Equipment. Send complete details, also information about the Holt Rental Plan.

Name _____

Street _____

City _____ Zone _____ State _____

HOLT MANUFACTURING CO. Oakland, California
Newark, New Jersey

Due to restrictions and material shortages, all orders are subject to prior sale.



FRANK E. JOHNS

MURRAY MOVES JOHNS AND CAMPBELL TO NEW SALES POSITIONS

Frank E. Johns has been appointed sales manager of national distribution, and Charles M. Campbell has been named contract sales manager of the home appliance division of The Murray Corp. of America, Scranton, Pa.

Mr. Johns and Mr. Campbell both joined Murray early this year, the former as West Coast regional sales manager, and the latter as assistant contract sales manager. Both men will make their headquarters at Scranton.



CHARLES M. CAMPBELL

In previous years Mr. Johns served as regional manager for Youngstown Kitchens and earlier in a similar capacity with Briggs Mfg. Corp. Before coming to Murray, Mr. Campbell was a regional sales manager for Perfex Corp., Milwaukee.

SWARTZBAUGH TO MOVE

Charles E. Swartzbaugh, president of Swartzbaugh Mfg. Co., Toledo, Ohio, has

announced the company will continue its manufacturing operation, but will move to another location.

KING HARDWARE CO. SENDS OUT OCTOBER SAVINGS CIRCULAR

King Hardware Co., wholesalers of Atlanta, Ga., has completed distribution of its "October Savings" circular, and reports that it met with enthusiastic response from dealers. This 8-page, tabloid-size circular uses two colors on the first and last pages and is made available to dealers at cost. The design of the cover page permits printing the dealer's name.

The circular features a wide assortment of housewares, tools, electrical appliances, lawn and garden tools, and other seasonal merchandise. In many instances, the merchandise in the circular is made available to co-operating dealers at a special discount, except for Fair Traded items.

This is the fifth year in which this circular has been made available. Fred W. Hosea, sales manager, reports that the company has found this circular to be very helpful to its dealers, and that the company's travelling salesmen are especially enthusiastic over the service. Mr. Hosea comments that the results the dealers are experiencing are so gratifying that the company is exploring every possibility that may have promise of increasing this service to the dealer.

H. K. PORTER BUYS CONNORS STEEL

H. K. Porter Company, Inc., Pittsburgh, Pa., acquired Connors Steel Co., Inc., of Birmingham, Ala., producers of electric furnace steel and steel products, it was announced recently.

Connors Steel produces steel billets from scrap by the electric furnace method and operates a series of rolling mills to manufacture finished products. The plant's total capacity exceeds 94,000 tons yearly.

The Porter Co. through its various divisions now manufactures products ranging all the way from rubber to steel, with Quaker Rubber Corp., Philadelphia, manufacturing industrial rubber products; Hinderliter Tool Co., division, Tulsa, Okla., producing oil

well equipment, valves and air brake parts; American-Fort Pitt Spring Division, Pittsburgh, manufacturing industrial and railroad springs; and the newly acquired Connors Steel Co., producing steel and steel products. In addition to these manufacturing plants Porter operates a group of oil field equipment supply stores through its Jarecki Mfg. Co. Division, Houston, Texas.

T. M. Evans, president, stated that it is the policy of the company to continue to diversify its manufacturing operations so that Porter will not be completely dependent on any one industry.

MODERNIZATION SHOW POSTPONED DUE TO MATERIAL SHORTAGE

Increasing scarcities of building materials and possible curtailment of all non-residential building have caused the postponement of the 4th International Store Modernization Show, it was announced by John W. H. Evans, managing director of the sponsoring Store Modernization Institute, 20 E. 55th St., New York City 22. The show was to have been held at the Hotel Stevens, Chicago, March, 1951.

GERALD ABT RESIGNS FROM BARCALO MFG.

Gerald N. Abt has recently resigned as sales manager of the tool division of Barcalo Mfg. Co., Buffalo 4, N. Y. Mr. Abt has not announced his future plans. His home address is 116 Irving Terrace, Kenmore, N. Y.

EMERSON EXPANDS FIELD ENGINEERING UNIT

Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York City, recently announced the augmentation of its field engineering unit, with Floyd Makstein appointed as manager of the newly expanded department.

Mr. Makstein is directly responsible for the activities of a corps of field engineers who visit various distributor territories and operate in the field. These men will assist Emerson distributors in planning and conducting dealer technical meetings and will also personally investigate reports of unusual field engineering conditions.



DANIEL S. WHITLEY

WHITLEY ASSISTANT THOR SALES HEAD IN EASTERN AREA

The promotion of Daniel S. Whitley to the newly created position of assistant sales manager of Thor Corps, eastern division, was announced recently.

The eastern division covers a total of 12 eastern and southeastern states. It is headquartered at 420 Lexington Ave., New York City.

Mr. Whitley joined Thor on Jan. 1, 1950, and for the last 10 months has been on special assignment in the company's Central division. Before joining Thor, he was national field sales supervisor for Cory Corp., Chicago, for three years.

M. E. FONDA HEADS SOIL CONSERVATION GROUP

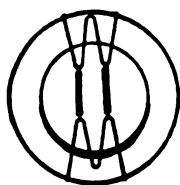
Morris E. Fonda of Detroit, widely known conservationist and publicist, has been elected president of the Soil Conservation Society of America according to recent announcement. Mr. Fonda, in the Public Relations Department of Harry Ferguson, Inc., has been active in the study and development of good soil and water conservation practices for many years. The Society is holding its annual convention in Detroit.

PACIFIC STEEL BOILER OPENS NEW OFFICE

The appointment of E. F. Hackett as eastern district sales manager, Pacific Steel Boiler Division, United States Radiator Corp., Detroit Mich., was announced. The division has taken new and larger offices at 101 Park Avenue, New York City.

DISPLAY YOUR CHINA FOR BETTER BUY APPEAL

OUR DEVICES DISPLAY IT BEST. SELL MANY OF THESE GADGETS TO YOUR CUSTOMERS. MOST OF OUR LINE IS MADE OF SOLID BRASS. THEY LOOK AS IF THEY WERE MADE OF SOLID GOLD.



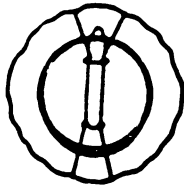
REGAL DOUBLE SPRING PLATE HANGER

Simple in construction. Meets any requirement of a plate hanger. Sizes for plates as follows:

- #0 for 4" to 5 1/2"
- #1 1/2 for 5" to 6 1/2"
- #1 for 6" to 7 1/2"
- #2 for 7 1/2" to 9"
- #3 for 9" to 10 1/2"
- #4 for 10 1/2" to 11 1/2"
- #5 for 11 1/2" to 12 1/2"
- #6 for 12 1/2" to 17 1/2"

All sizes \$1.50 doz. Individually wrapped.

ALL SOLID BRASS



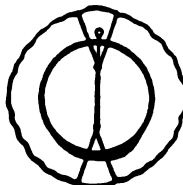
MAJESTIC BRASS PLATE HANGER

Where a plate hanger is wanted with a lot of looks. Sizes for plates as follows:

- #321 for 4" to 5"
- #322 for 5" to 7"
- #324 for 7" to 9"
- #325 for 9" to 11"
- #326 for 11" to 12 1/2"

SOLID BRASS

Lacquered. All sizes \$2.00 doz. Individually wrapped.



UNIVERSAL SINGLE SPRING PLATE HANGER

Individually wrapped. Gilded tips. Made where extreme competition must be met. A better hanger in this price range. Made in 2 sizes. Small size for plates 5" to 7" and large size from 7" to 11". \$1.00 doz.



REGAL PLATE STANDS

Small Size \$1.00 doz.

Medium size \$1.50 doz., Lge. Platter \$3.00 doz.

SOLID BRASS



UNIVERSAL PLATE STAND

Gilded, twisted wire. Small size — \$1.20 doz. Medium size — \$1.80 doz. Large platter size — \$2.40 doz.



UNIVERSAL CUP & SAUCER STANDS

Well made, gilded wire. 4 sizes: tiny, miniature, demi-tasse and teacup. All sizes \$1.20 doz.



REGAL CUP & SAUCER STANDS, TWISTED WIRE

Can be adjusted to show cup and saucer to best advantage. 3 sizes. Teacup, demi-tasse and miniature. All sizes \$1.50 doz.

ALL MADE FROM SOLID BRASS



PLASTIC CUP & SAUCER STAND

Mahogany Color for Demi-tasse and teacup

\$1.80 doz.

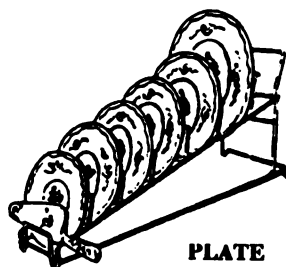


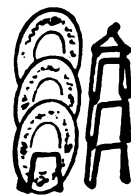
PLATE RACKS

7 Plate Collapsible Type Enamel Finish \$12 Doz.

7 Plate Non-collapsible Type Solid Brass \$12 Doz.

6 Plate Non-collapsible Type Nickel Plated.

\$6 Doz.



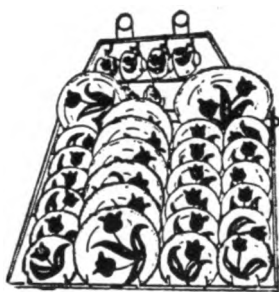
WALL PLATE RACKS

All Solid Brass

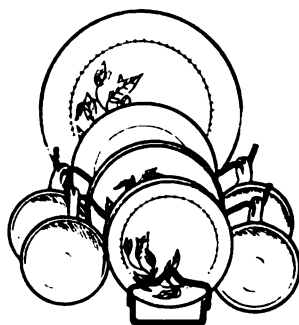
To hang as many plates as desired on a wall in series. Small for plates to 6". Medium for plates to 10". First hanger 35c. Additional hangers \$2 doz. Large size for plates over 10". First hanger 50c. All additional hangers \$2.40 doz. All solid brass.

DINNERWARE RACKS

SPREAD OUT TYPE



DISPLAYS SET TO MAKE IT LOOK AS LARGE AS POSSIBLE. Skeleton Rack. Made to show one of each piece of any set. \$1.25 each. Solid Brass, \$1.75 each; 20 pc rack, \$2.00 each; Solid Brass, \$3.00 each; 32 pc set, \$3.00 each; 52 pc set, \$4.50 each. In ordering, please specify "spread out" if this is style desired.



SAVES 25% to 50% of display space. Skeleton rack, \$1.00 each; 20 pc rack, \$1.25 each; 32 pc rack, \$1.75 each; 52 pc rack, 2 pc set, \$3.25. In ordering, please specify "nested" if this is style desired.

NEW LOW PRICES ON PRINCESS CERAMICS



Miniature cups and saucers \$1.25 ea. #300 Demi-tasse cups & saucers \$2 ea.

#350 Demi-tasse cups and saucers \$2.50 each

#400 slipper \$2.00 each.

#500 slipper \$2.50 each.

#800 wall demi-tasse set \$2.50.

ERNEST TATCHER

264 N. W. 26TH STREET

MIAMI, FLORIDA

TERRITORY OPEN FOR SALESMEN and JOBBERS WRITE

PHILCO SALES MANAGER FOR AIR CONDITIONING AND FREEZERS

Jack Cherry, who has been with Philco for 16 years and has been general manager of the accessory division for the past year, has been appointed to the post of sales manager of air conditioning and freezers, it was announced recently by Philco Corp., Philadelphia, Pa.

Mr. Cherry started in the factory organization of Philco. He became a field service engineer in 1939, and during the war was a supervisor of the radar-radio field engineers of the company's service division.

In 1945 Mr. Cherry was appointed a district sales representative handling sales of parts and accessories for the southern division. Two years later he was promoted to field service supervisor at company headquarters. In 1948, he was named sales manager of the accessory division and then promoted to general manager of this division in 1949.

DICKENSON HEADS SALES FOR QUIJADA TOOL

Roland V. Dickenson, formerly sales manager of the San Gabriel Construction Co.,

San Gabriel, Cal., has recently been named sales manager of the Quijada Tool Co., Inc., Los Angeles, Cal. He succeeds Doran H. Beckwith who has returned to active duty with the Army, having been with Quijada for the past four years.

Mr. Dickenson was previously affiliated with Ralph M. Parsons Co., Los Angeles, and the West Coast office of Lummus Co., New York City, serving both as purchasing agent.

EMPIRE STATE HANDLES ARVIN TV, RADIOS

Arvin Industries, Inc., radio and television division, Columbus, Ind., has appointed Empire State Wholesalers, Cohoes, N. Y., to cover eastern New York state.

SALES PROMOTION HEAD FOR YALE & TOWNE MFG. STAMFORD DIVISION

Carl M. Lyng, Jr., has recently been appointed sales promotion and advertising manager of the Stamford Division for The Yale & Towne Mfg. Co., Chrysler Bldg., New York City 17. Under his direction, a number of previously separate functions have

been coordinated into one department. Mr. Lyng resigned as metropolitan New York district sales manager of Waring Products Corp., which he joined in 1949, to accept the position.

ULRICH HEADS BRAND NAMES DAY MEETING COMMITTEE

E. Huber Ulrich, assistant to the president of The Curtis Publishing Co., has been named chairman of the Brand Names Day-1951 committee.

Next year's meeting will take place in April at the Waldorf - Astoria in New York City. It will be held in connection with BNF's annual meeting of members and the election of new officers and directors.

CALLENDER JOINS BRAND NAMES FOUNDATION

William Callender has joined Brand Names Foundation, Inc., as assistant to the president, according to BNF president Henry E. Abt.

For the past six years Mr. Callender was an account executive with Lampert, Fox, Prell & Dolk, Inc., South Bend, Ind., advertising agency.

FOND DU LAC ROLLER NAMES NEW ENGLAND SALES ASSOCIATES

Fond du Lac Roller Corp. has announced the appointment of Fred Fowler & As-



RICHARD D. TACKETT

sociates as exclusive sales representatives for the New England states. Fred Fowler will sell Bestt Rollers to wholesalers in the six New England States.

CHICAGO PAINT MEN HEAR SALES TALK

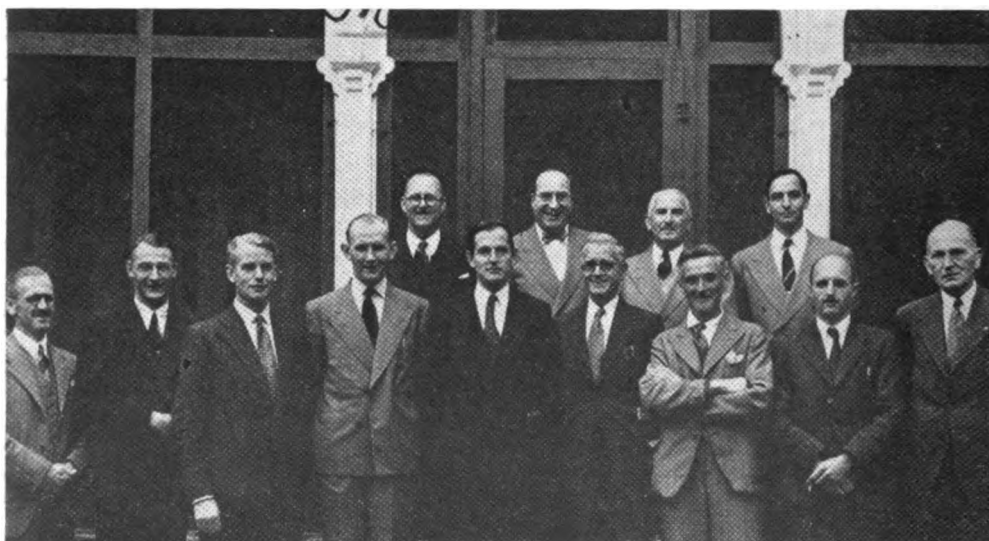
The regular October meeting of the Paint Salesmen's Club of Chicago was held Oct. 26 at the Furniture Club. Forty-five members and guests enjoyed a turkey dinner. The following new members were inducted: Peter Simmons, Rustoleum Corp.; K. E. Greiser, E. I. Du Pont de Nemours, Inc.; Howard E. Kruse, Hooker Glass & Paint Mfg. Co.; Sidney Spellens, Northern Paint & Varnish Co.; Elmer R. Klimmer, Big Ben Petroleum Co., and Gene Allard, Revere Paint & Varnish Corp.

Richard W. Cox, Professor of Marketing at De Paul University delivered an interesting talk on the subject, "Selling is Influencing."

OHIO EQUIPMENT MOVES

An announcement has recently been made by the Ohio Equipment Co. that the firm has completed its move into larger quarters at 1220 West 9th St., Cleveland 13, Ohio. The firm will continue to represent Economy Engineering Co. for the full line of Economy portable elevators, tiering machines and storage racks.

British Brush Representatives Visit Kellogg Brush Plant

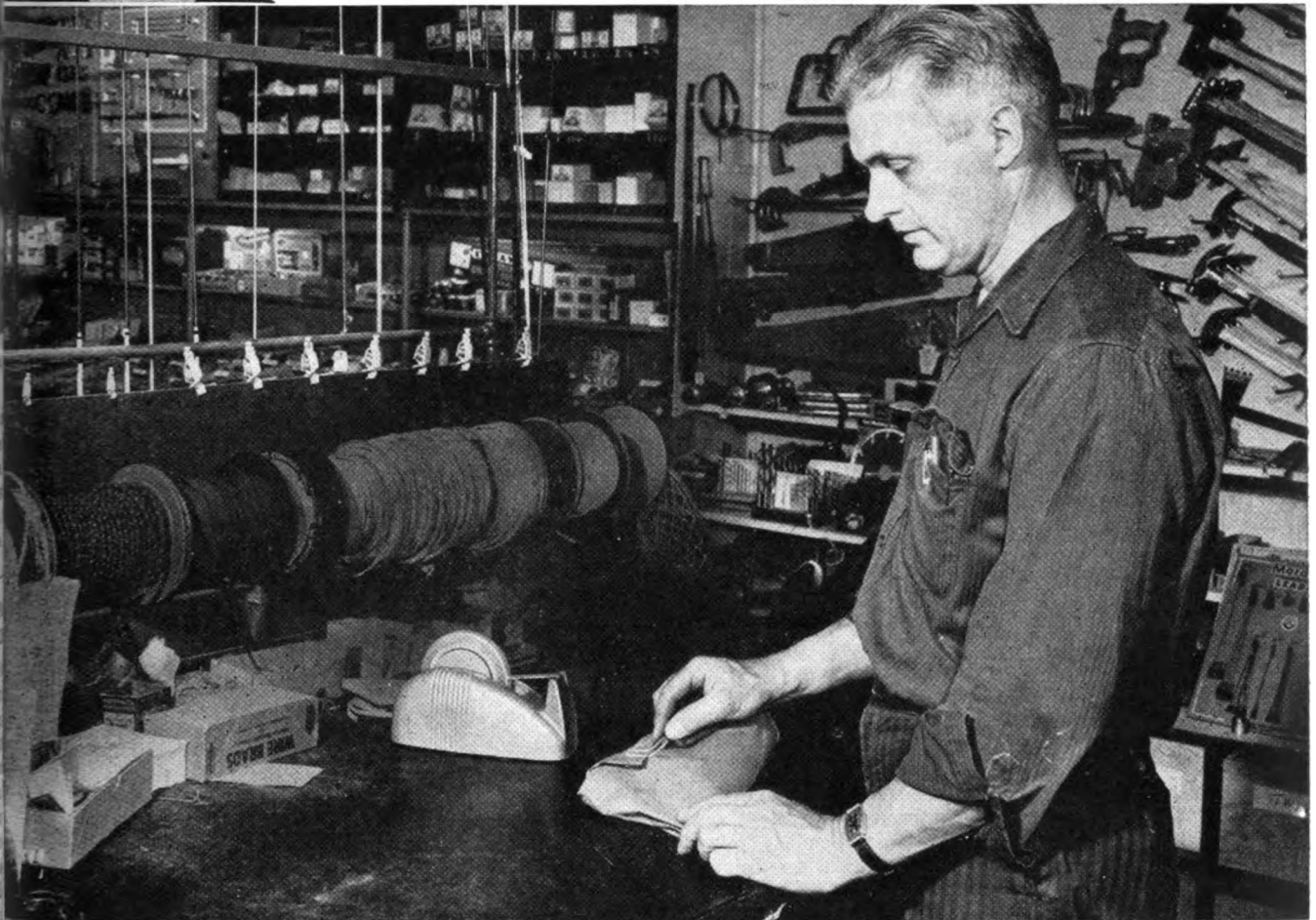


A visiting British productivity team was recently entertained in Westfield, Mass., at the plant of the Kellogg Brush Mfg. Co. The group comprised representatives of the British brush manufacturing industry now in this country to observe American methods. Left to right: Lesley R. Sadler, Romford, Essex, England; William P. Aldrich, vice-president of Kellogg Brush Mfg. Co.; George F. Futter, president, Kellogg Brush Mfg. Co.; Herbert C. Futter, assistant treasurer of Kellogg Brush; bottom row, left to right: Christopher T. Melville, London, England; David S. Dawson, Leeds, England; John C. M. Butler, London, England; Frederick Marshall, Southend-on-Sea, England; John S. Culmer, Woodbridge, England; George F. Mayes, London, England; William A. Gosling, Wymondham, Norfolk, England; Robert D. M. Burrows, Leeds, England; Frederic R. Wright, Wymondham, Norfolk, England, group leader.



"My time is worth money...that's why I use cellophane tape for wrapping!"

Says Ken Bauer, A. G. Bauer Hardware,
1107 W. 7th St., Saint Paul, Minnesota



"I figure package wrapping time is expensive, it takes me away from more productive work—waiting on customers—ringing up sales. That's the reason I use the fastest, cleanest way I know of sealing packages:

"SCOTCH" Cellophane Tape! Customers like the neat-looking packages it makes, and I like the way I get 864 packages out of every roll of tape. Makes odd-shaped packages a cinch to wrap, too!"



SPECIAL OFFER! Two Heavy Duty Dispensers plus twelve rolls of $\frac{1}{2}$ " x 2592" "SCOTCH" Cellophane Tape. Dispensers included in deal at \$2.50—regular price \$5.00. See your jobber today... tell him you want Deal "T"!



HANDY ALL OVER THE STORE for sealing, holding, mending. Remember to insist on "SCOTCH" Brand Cellophane Tape in the bright red-and-green plaid container. Made in U. S. A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makers of other "Scotch" Brand Pressure-sensitive Tapes, "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives.

General Export: DUREX ABRASIVES CORP., New Rochelle, N. Y.

In Canada: CANADIAN DUREX ABRASIVES LTD., Brantford, Ontario

ELECT FRANK FREIMANN MAGNAVOX PRESIDENT

Frank Freimann has been elected president of The Magnavox Co., Fort Wayne, Ind.



FRANK FREIMANN

Richard A. O'Connor, formerly president, has been made chairman of the board.

Mr. Freimann, who has served as executive vice-president of the company since 1938, founded the Electro-Acoustic Products Co., in 1930—which was later merged with Magnavox, becoming the consumer products division which manufactures radio-phonographs and television receivers. Mr. Freimann started in an engineering capacity in both the receiver development and broadcasting fields.

Mr. O'Connor has been with Magnavox since 1922 and has been president for the past 22 years.

Thomas A. McKiernan, vice-president of the Fort Wayne National Bank of Fort Wayne, Ind., and E. S. Pridham, vice-president, were elected directors. All other directors were re-elected.



RICHARD A. O'CONNOR

John D. Grayson, controller, was in addition made a vice-president.

BOOSTERS SEE FILMS ON NEW YORK HARBOR

A brief talk on New York Harbor, its administration and operation, and the showing of two films issued by the Port of New York Authority, were the features of the Oct. 27 meeting of the Hardware Boosters at Miller's Restaurant, 144 Fulton St., New York City. Neal Montanus, administrative assistant, Port of New York Authority, explained that the authority, comprised of representatives of New York and New Jersey, operates without cost to taxpayers, since all of its terminals, bridges and tunnels are started with the sale of bonds, which are retired from collections for the use of its facilities.

One film showed Customs Agents, Quarantine Officers and other federal officers as well as city and state officials in their work incident to the use, control and protection of New York Harbor, part of which is in New York State and the balance in New Jersey. The other film, "Conquest of the Hudson" showed scenes taken during the construction of the Lincoln Tunnel, connecting New York and New Jersey, underneath the Hudson River. Diagrams explained how the tunnel was constructed and how it receives air. Scenes from its daily use by the public were included.

More than 40 members and guests attended the meeting which was presided over by Robert Watson, Stanley Works, president.

EXACT LEVEL AGENTS

Exact Level & Tool Mfg. Co., High Bridge, N. J., has recently appointed Hardware Associates, 2205 Washington Ave., Silver Spring, Md., as sales agents in Virginia, North Carolina and Tennessee. Elliott R. Selinger will cover Virginia, and James G. Moran, North Carolina and Tennessee. Lou Braden, 4045 Grizella, St., Pittsburgh, will cover upper New York state, western Pennsylvania and West Virginia.

A. A. Hume, 4938 Second Ave., S. Minneapolis, Minn., Minnesota, Wisconsin, North and South Dakota. Harold P. Sammann Co., 7602 North

Eastlake St., Chicago, will cover the sales in Illinois, Indiana, Ohio and Michigan. Stanley Quisenberry, formerly sales manager for Shapleigh Hardware Co., located at 812 Olive St., St. Louis, Mo., will call on wholesalers in Missouri, Iowa, Kansas, Nebraska and Kentucky for Exact Level & Tool Mfg. Co.

STANLEY ELEC. TOOLS NAMES SALESMAN

Stanley Electric Tools, of New Britain, Conn., has announced the appointment of Gaither E. Baker as sales representative working out of the Los Angeles office.



GAITHER E. BAKER

Mr. Baker entered the United States Army in 1941 as a private and later attended Officers Training School, becoming a second lieutenant in 1943. By 1946, he had attained the rank of captain in the anti-aircraft division and served in the South Pacific.

Since 1948, Mr. Baker has had experience in selling portable electric tools and in representing a manufacturer in southern California and the northwest.

In June of this year, Mr. Baker joined the Stanley Electric Tools West Coast sales force, working out of the Los Angeles office.

MOVE UNION MALLEABLE CHICAGO SALES OFFICE

The Union Malleable Mfg. Co., Ashland, Ohio, recently announced a new location for its Chicago sales office. The Shamrock Plumbing Sales Co. is located now at the Railway Exchange Building, 224 S. Michigan Ave., Chicago.

TWO BRANCH MANAGERS FOR INLAND STEEL

Robert S. Schmieder, general sales manager for Inland Steel Products Co., Milwaukee,



C. F. GRUENERT

kee, Wis., has announced the appointment of two new branch managers, and the re-assignment of four members of its Baltimore sales staff.

C. F. Gruenert, manager of the company's Detroit branch, has been named to succeed A. E. Kirchgraber as manager of the Rochester-Buffalo branch, and R. E. Wollert has been appointed manager of the Detroit branch to succeed Mr. Gruenert. The Rochester-

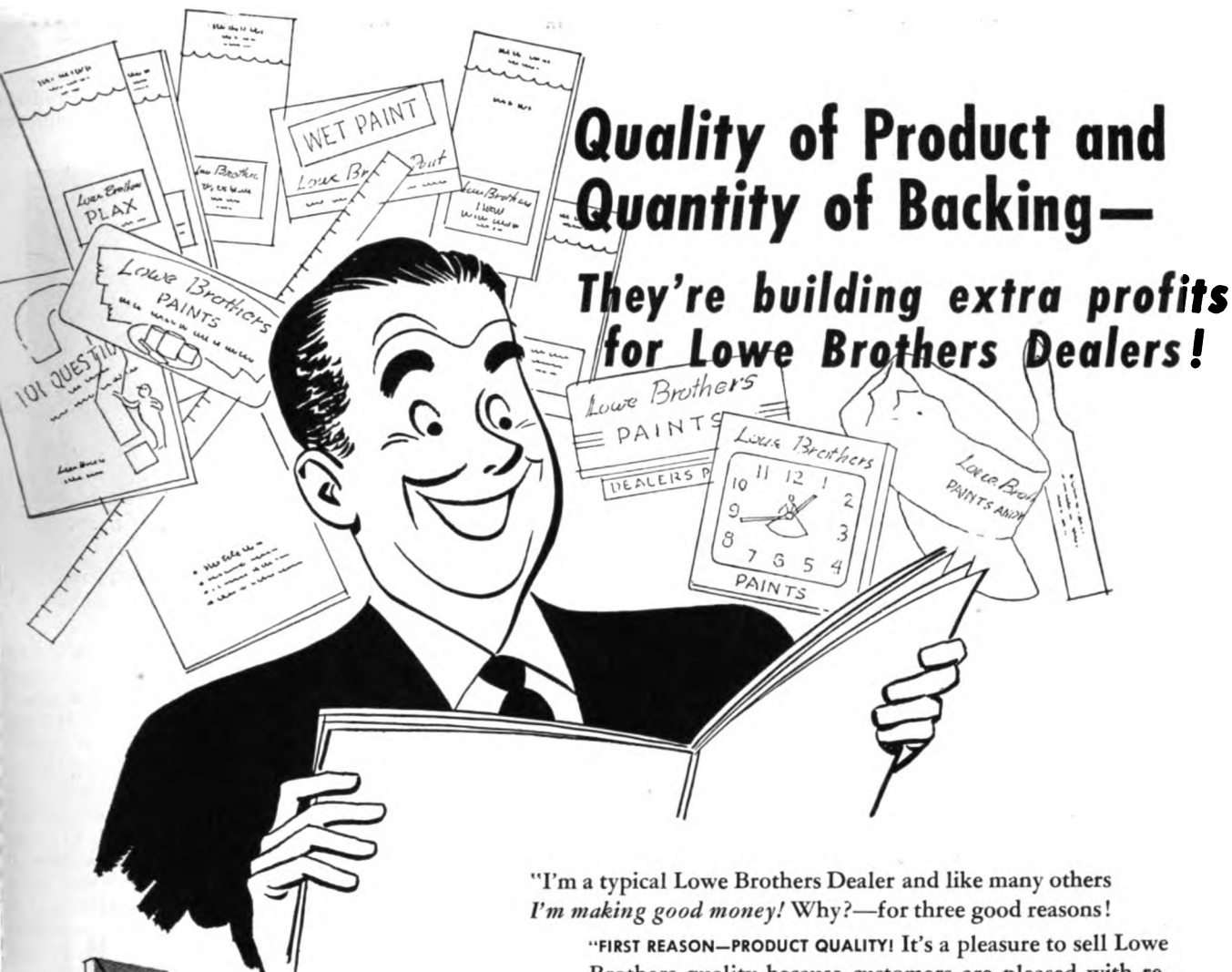


R. E. WOLLERT

Buffalo branch supplies Milcor products to western and upstate New York, and northern Pennsylvania, while Detroit serves lower Michigan.

CLAY NAMES ALLEN

Allen Sales Co., New York City was appointed factory representative for the clothes drying equipment line of Clay Equipment Corp., Cedar Falls, Iowa.



Quality of Product and Quantity of Backing—

They're building extra profits for Lowe Brothers Dealers!

"I'm a typical Lowe Brothers Dealer and like many others I'm making good money! Why?—for three good reasons!

"FIRST REASON—PRODUCT QUALITY! It's a pleasure to sell Lowe Brothers quality because customers are pleased with results—they always come back to *me* for paint.

"SECOND REASON—NO CATS AND DOGS IN THE LINE! All colors are Style-Tested—proved by research to be in keeping with the very latest color trends. They move much *faster* because they *are* the colors customers want and *will buy* for fine home decoration today.

"THIRD REASON—SUPPORT! No paint line—no matter how good—is going to hop off the shelf and sell itself. Lowe Brothers *back their* products with the kind of advertising, display and promotional helps that pull customers *into* the store. It's the most complete and consistent dealer support in the business: powerful basic materials—signs, clocks, displays, color cards, literature, etc.—plus a steady flow of *new* ideas and materials for special, traffic-building store promotions that really pay off!

"All in all, it's a winning combination of *product-quality* and *support-in-quantity* that builds extra profits. If *you* want quick details about handling this profit leading line of consumer preferred products, write Lowe Brothers today!"

THE LOWE BROTHERS COMPANY • DAYTON 2, OHIO



One typical product from Lowe Brothers Line Of Profit Leaders

PLAX Universally Preferred For ALL Enameling!

Puts profit into your paint-selling picture because: It hides perfectly—one coat renews furniture, walls, woodwork, countless other things! Super TOUGH—even withstands many strong stains, acids! Excellent for both interior and exterior use! These and other standout features make PLAX a preferred, popular and very profitable product for Lowe Brothers Dealers everywhere!

Lowe Brothers
PAINTS ★ VARNISHES

OLIN APPOINTS TWO DIVISION MANAGERS

The promotion of two district managers to division manager posts has been an-



JOHN L. DAVIS

nounced by the electrical division of Olin Industries, Inc., East Alton, Ill.

John L. Davis has been appointed southern division manager, with headquarters at 1417 Richards Bldg., New Orleans, La. He was formerly district manager in St. Louis.



LEON P. HOVIK

Leon P. Hovik is the new western division manager, and his headquarters will be 625 Folsom St., San Francisco, Calif. He was formerly district manager in Chicago.

Mr. Davis will have complete supervision over all Winchester and Bond electrical division operations in the states of Georgia, Florida, Alabama, Mississippi, central and western Tennessee, Louisiana, Arkansas, Oklahoma, New Mexico and Texas. Mr. Hovik will have complete supervision over all Winchester

and Bond electrical division operations in the states of Arizona, California, Colorado, Idaho, Montana, Nevada, Utah, Washington, Wyoming and Oregon.

OPEN HOTPOINT ELECTRIC HOUSE OF FIFTIES

"The Hotpoint House of the Fifties," a new all-electric house incorporating a push-button kitchen and laundry and many other advanced automatic products, was opened at Plandome Mills, N. Y., recently by James J. Nance, president, Hotpoint, Inc., Chicago.

The House and its variety of equipment is a completely integrated unit dramatizing the advancements made in home building and related industries over the last 25 years, according to Mr. Nance. He emphasized that all products are standard, and are available for medium income families.

BOUCHARD ASSOCIATES NAME SALES MANAGER

Ronald LaChance has joined J. E. Bouchard Associates, 161 Devonshire St., Boston 10, Mass., manufacturers agents, as sales manager. He was formerly district representative for McDougal-Butler Co., and recently, sales promotion manager for Decto Products, Salem, Mass. Mr. LaChance has departmentalized the sales force—paint, Jerry Crowley, manager; electrical and plumbing, Frank J. Meehan, and automotive division for which a manager will soon be appointed.

KANO LABORATORIES BUILDS NEW PLANT

Kano Laboratories has recently built a new plant at 1000 S. Thompson Lane, Nashville 11, Tenn. The building is about four times as large as the former quarters in Chicago and consolidates all operations.

MASURY APPOINTS MAINE SALESMAN

Hollis E. Monaghan has recently been appointed sales representative in the state of Maine, according to John W. Masury & Son, Inc., Baltimore 30, Md. Mr. Monaghan has been active in the selling end of the paint industry

since 1946 when he was discharged from the Army.

His sales experience dates back to 1929 when he was eastern sales representative for a well known Bangor concern. In 1938 he managed company operated model service stations and taught Shell Oilmen merchandising, salesmanship and efficient business methods. He operated his own business until 1940 when he entered the Army.

525 TO EXHIBIT AT CHICAGO SHOW

The January, 1951, National Housewares & Home Appliance Exhibit to be held Jan. 18-25 at the Navy Pier, Chicago, is expected to play host to more than 10,000 buyers, according to A. W. Budenberg, executive secretary, National Housewares Manufacturers Association. More than 525 manufacturers will display over 100 different classifications of merchandise. They will occupy 763 booths in the auditorium's two halls. Exhibitors may set up their exhibits on Jan. 15 and they must remain intact until 5 p.m., Jan. 25. The show hours will be from 9 a.m. to 5 p.m. daily with the exception of Sunday, Jan. 21, when the exhibit will not be open.

BOYLE-MIDWAY APPOINTS DEBAGGIS SALES HEAD

E. A. DeBaggis has been recently appointed national sales manager for Boyle-Midway, Inc., New York City.



E. A. DEBAGGIS

Mr. DeBaggis was formerly assistant national sales manager, a position which had been created for him. Previously he had been with Lever Bros.

DANN JOINS BOLENS SALES FORCE

Richard Dann has been appointed the Bolens Products Division, Port Washington,



RICHARD DANN

Wis., factory sales representative for Michigan and western Ontario.

Prior to coming to his experience included in California as office manager for a 75,000 acre natural ranch and also general director for the California Vineyards Association.

Since joining the Bolens organization in 1947, Dann has been active in many phases of service having been assistant service manager for the past two years.

WARING HANDLING DURABILT LINE

Waring Products Corp., wholly-owned subsidiary of Claude Neon, Inc., has added sales of the Durabilt lines of standard, travel and folding irons to its Waring Blender and Waring steam iron lines and will market and distribute both through its national sales organization. It was announced recently.

G.E. RANGE, HEATER PACIFIC SALESMAN

Dale E. MacKenzie has been appointed Pacific district sales representative for General Electric Co., Bridgeport 2, Conn., range and water heaters. He succeeds Howard Oliphant who was made local manager of appliance sales at Seattle, Wash.

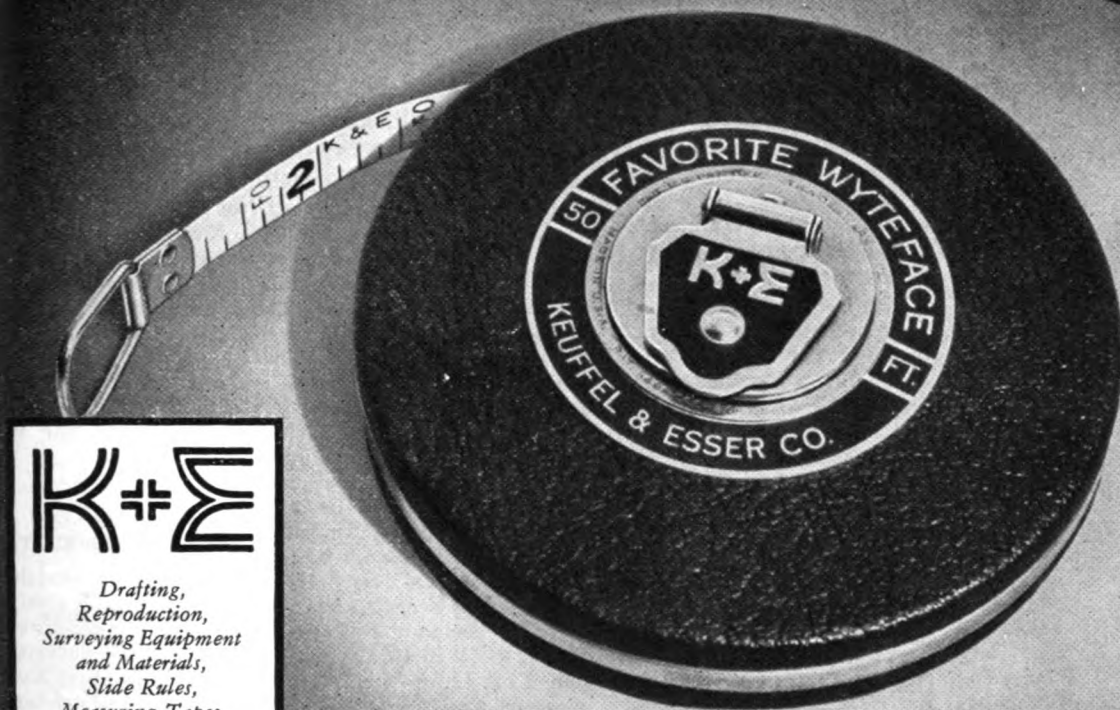
Mr. MacKenzie joined General Electric in 1939 at Bridgeport. Until his new appointment, he was headquarters representative for the range and water heater division.

The Famous WYTEFACE Steel Tapes

plus an eye-catching

Counter Display Unit

are creating hardware-profit NEWS!



K+E

*Drafting,
Reproduction,
Surveying Equipment
and Materials,
Slide Rules,
Measuring Tapes.*

WYTEFACE* Steel Tapes are famous among hardware dealers for their obvious superiority . . . for the way exacting customers demand them.

WYTEFACE Steel Tapes are easier to read in any light with their black markings on white background. The white surface will not crack, chip or peel.

**But K&E Does Even More
To Help Build Your Profits!**

You can sell WYTEFACE with one of the most merchandising-minded metal counter displays in the business. It dramatically sells WYTEFACE Tapes . . .

saves you inventory space . . . makes your counter work easier. For instance . . .

1. Your customers see the actual easy-to-read, black-on-white tapes.
2. The glass front protects the tapes from handling and loss.
3. Stock is held in the roomy back compartment.
4. Sales features printed on the back help clerks.

Next time you order WYTEFACE Steel Tapes and Tape Rules and Refills, ask your jobber for one of the two assortments which come packed in this handsome display. You'll sell more much faster.

*Trade Mark. Wyteface Steel Tapes are protected by U.S. Patent 2,089,202.

KEUFFEL & ESSER CO.

EST. 1897

NEW YORK • HOBOKEN, N. J. • CHICAGO • ST. LOUIS • DETROIT • SAN FRANCISCO • LOS ANGELES • MONTREAL

HARDWARE AGE, NOVEMBER 16, 1950

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CLYDE CRIGER JOINS DEWITT SALES STAFF

Clyde M. Criger has recently been appointed to the sales staff of Bill DeWitt



CLYDE M. CRIGER

Div., Auburn, N. Y. Mr. Criger has had more than 25 years of experience in sales and sales promotion.

OKONITE APPOINTS PURCHASE AGENT

Kenneth T. Gordon has been appointed purchasing agent of The Okonite Co., Passaic, N. J. He will also direct purchases for the company's Hazard Insulated Wire Works Division at Wilkes-Barre, Pa., and for the Okonite-Callender Cable Co., of Paterson, N. J.

John L. Fabiny, previously in charge of metals and chemicals purchases, has been named assistant purchasing agent. Mr. Fabiny, who has been with the company for 25 years, gained most of his experience in the Hazard Division.

MILLER COVERS SOUTH FOR R. E. DIETZ

Alfred Miller has been appointed to succeed Frank E. Smith in the southern territory for R. E. Dietz Co., Syracuse, N. Y. Mr. Smith has retired after 55 years of service with the company, having been in charge of the southern area for over 40 years. He is a member of the Old Guard of Southern Salesmen and a member of its executive committee. Mr. Smith is also an elected honorary member of the Texas Hardware Boosters Club.

Mr. Miller has been with Dietz for 25 years in the lan-

tern sales department. He will travel the 12 southern states from Virginia to Texas.

BRUNING TO HANDLE TINT-A-MATIC

Bruning Brothers, Inc., Baltimore, has been granted a license to merchandise Tint-A-Matic concentrated cube colorant and to manufacture Tint-A-Matic tinting bases, according to an announcement by Irvin Ebaugh, vice-president.

Mr. Ebaugh stated that his company will soon announce a full line of interior paints in Tint-A-Matic White bases. Unlimited colors will be available to dealers through means of 22 color cubes in basic stock.

O. A. SUTTON NAMES GORDON SECRETARY

O. A. Sutton, president of the O. A. Sutton Corp., Wichita, Kan., has announced the appointment of Dale W. Gordon as secretary and assistant controller.

Mr. Gordon was formerly associated with the accounting firm of Stanley Spurrier & Co. as a certified public accountant, and prior to that was a partner in the firm of Elmer E. Fox & Co.

IMPROVED ECONOMY HEATING MEET TOPIC

Taking note of rising costs of business operations and of living, exhibitors at the 10th International Heating & Ventilating Exposition will feature improved economy in the operation of all manner of equipment covering their many activities. The Exposition will be held in the Commercial Museum, Philadelphia, Pa., Jan. 22-26, 1951, under the auspices of the American Society of Heating & Ventilating Engineers during the 57th annual meeting of the Society.

BOOKLET ON USE OF EXTRUDED ALUMINUM

The basic engineering principles for the most effective use of extruded aluminum shapes are explained and illustrated in the 1950 edition of the 138-page book, Designing with Aluminum Extrusions, issued by Reynolds Metals Co., 2500 South Third St., Louisville 1, Ky. The

books are available without charge to those requesting them on company letterhead.

MOVE JAMES MFG. CO. EASTERN BRANCH

The James Mfg. Co., Fort Atkinson, Wis., will move its eastern branch factory and office from Elmira, N. Y., where they have been located since 1917 to Mount Joy, Pa.

J. A. WRIGHT'S AGENTS

J. A. Wright & Co., Keene, N. H., has appointed J. M. Bobb Co., Inc., 8 East Long St., Columbus 15, Ohio, to cover Columbus; Francis & Williams, 704 Anita St., Houston 6, Tex., for the Houston area, and T. M. McLaughlin Co., 276 Rockefeller Bldg., Cleveland for that area.

FEDERAL TOOL AGENTS MARK 25TH YEAR

The Federal Tool Corp., Chicago, Ill., has announced the 25th anniversary celebration of the Ward Francis Co., its west coast representatives for the past 12 years. Ward Francis organized the company in 1926 with headquarters in Seattle, where they still operate. He then represented manufacturers' housewares, stationary and toys and was covering Washington, Oregon, Idaho and Montana. In 1938 he included California in his housewares lines. Mrs. Francis has been associated with the company for years. In 1945 William Francis joined his father, opening an office in Los Angeles. The company's sales staff has also been expanded to include Robert Hadden as its resident salesman covering Northern California.

M.E.W.A. ANNOUNCES MEETING PROGRAM

The principal subject for discussion at the Motor & Equipment Wholesalers Association's annual national business conference to be held Dec. 1-2, 1950, at the Stevens Hotel, Chicago, will be operating a wholesaling business under today's conditions.

Warm War-Time Management will be the subject of James C. Parker, association president. Its various phases will be further elaborated on by members in separate discussions.

PERFECTION STOVE ADDS ST. PAUL SALESMAN

Perfection Stove Co., 760 Platt Ave., Cleveland, Ohio, has recently added Angus M.



ANGUS M. CAMPBELL, JR.

Campbell, Jr., to its St. Paul district sales staff. He will handle the Duluth territory for the company.

Mr. Campbell's previous experience includes four years with Modern Appliances, a downtown Duluth store, and six years with Freeman Department store. For two years prior to joining Perfection he was Duluth territory salesman for Westinghouse.

CABINET MAKERS STUDY AID POSSIBILITIES

For some weeks the problem of how the steel kitchen cabinet manufacturers can assist in any national emergency as well as safeguard and protect the interests of manufacturers has been receiving careful attention, according to Arthur J. Tuscan, executive secretary of the Steel Kitchen Cabinet Institute, Cleveland.

The Institute also announces that the date for the 1951 Annual Meeting of the association is Feb. 14, 1951; the place to be announced later.

WHITLAM SALES AGENTS

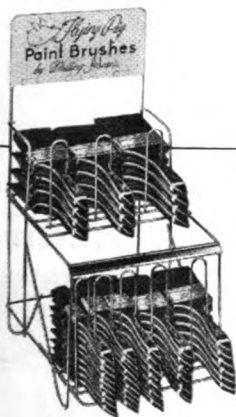
J. C. Whitlam Mfg. Co., Wadsworth, Ohio, has recently appointed James P. Walker, 1867 SW 18th St., Miami, Fla., to cover the state of Florida. Calvin Carr, Kalamazoo, will handle the state of Michigan and Cochran & Co., Atlanta, covers the Georgia-South Carolina territory.

Customer- Stoppers!

There's top value for your customers, steady profits for *you*, in competitively priced "Flying Pig" paint brushes. Pure Chinese hog bristles for performance-appeal; bright, vari-colored handles for eye-appeal. Assortments in a wide range of popular sizes and styles, in colorful, two-tier metal dispensers or shipping-box dispensers. WHITING-ADAMS Company, Inc., Boston 18, Massachusetts.

Whiting-Adams Paint Brushes

*No Shed . . . No Streak . . .
No Spatter*



**TWO-TIER METAL DISPLAY
ASSORTMENT**

Contains	Size		Bristle Length
1 doz.	1"	TROY Varnish Double Thick	2"
1 doz.	1½"	" " " "	2"
¾ doz.	2"	" " " "	2¼"
½ doz.	2½"	" " " "	2¼"
½ doz.	3"	" " " "	2½"
½ doz.	3"	ARGUS Wall ⅞" Thick	2½"
½ doz.	3½"	" " ⅞" "	2¾"
½ doz.	4"	" " ⅞" "	3"



NO. 85 ASSORTMENT

Contains	Size		Bristle Length
1 doz.	½"	WASP Varnish Single Thick	1½"
2 doz.	1"	" " " "	1¾"
1 doz.	1½"	" " " "	1¾"
½ doz.	2"	" " " "	1¾"



HARDWARE BRIEFS

ILLINOIS

Mr. and Mrs. William H. Gissal, 808 West Delmar Ave., Alton, Ill., mark their 50th anniversary this year. Mr. Gissal is a member of the Hardware Age Fifty Year Club and has been manager of H. K. Johnston Hardware Co., 142-150 W. Broadway, Alton, over 58 years.

KANSAS

Harold Duffy has acquired the Smith Hardware, Vermilion.

C. H. Chaney, Sr., announces plans for a new hardware, paint and wall paper store at 1405 N. Washington St., Junction City. The store will be known as the Southwest Paint & Glass Co.

W. B. Bryant sold his hardware and implement stock and fixtures recently to the Hoover Hardware Co., Kingman, and they will soon be moved there. Mr. Bryant had owned the oldest business establishment in Haviland.

Phelps Hardware, Quinter, has been re-opened.

J. M. Kilgore, hardware dealer in Ottawa for 16 years with 45 years in the hardware business, has closed his store at 117 E. Second. For 17 years he traveled for the Townely Metal & Hardware Co. He also was a buyer for the Bunting Hardware Co., Kansas City for nine years.

LOUISIANA

Carlos J. Barnes succeeded Peter Pellegrini as president of the Hardware Club of New Orleans. Installed also were: Vic Lala, first vice-president; Sal Balsamo, second vice-president; Louis White, corresponding secretary, John Lotz, recording secretary; William Guarino, Sr., treasurer, and William Guarino, Jr., Paul Sussdorf and Robert Mason, members of the advisory committee.

MASSACHUSETTS

The enlargement of the southeast wing of the John E. Jordan Hardware Store, Plymouth, has been started.

MICHIGAN

Charles Morey, Niles and William D. Barnes, Hastings, have announced the opening of a hardware store at 217 E. Main St., Niles.

MISSOURI

Kenneth Goodnight will be the proprietor of a store to be opened in Carrollton at 112 S. Main St.

Opening across the street from its present location is Mac Hardware, Webster Groves, operated by Walter E. Wood. The store has been in existence since 1928.

Milton G. Cochran has opened the Cochran Hardware Co., 20 N. Gore, Webster Groves.

Hendrix Hardware, 29 Moody Ave., Webster Groves, has been opened by Charles E. Hendrix and Walter Smith, salesman for Shapleigh for 30 years. Mr. Hendrix formerly operated the Hendrix Cabinet and Woodworks.

A. G. Miller has owned and operated the Gorelock Hardware Co., 114 West Lockwood, Webster Groves, for 25 years.

NORTH CAROLINA

Wallace Hardware & Machinery Co., Wallace, has been formed to operate a general hardware business.

The Builders Hardware, Rocky Mount, has started operations in its new quarters on Southeast Main St. The company which was located on Tarboro St. moved some time ago to the new location, however the process of renovation has just been finished. Hugh M. Daley is owner of the store, while P. V. Jones is manager.

NORTH DAKOTA

Joe Klassen, operator of the Klassen Hardware store, Bowbells, has started to enlarge his store. A modern front will be added.

Chenery Hardware, Jamestown, recently held an official opening in its new location. The building has been completely remodeled.

Reiten Hardware, Hastings, has recently held its grand opening. The store is now known as the Marshall-Wells store.

OKLAHOMA

Part interest in the S & S Hardware Store, Okemah, has been purchased by Clarence B. Cochran. James O. Smith, former manager, has gone into active duty with the 45th division.

Charles and John Wheatley purchased the interest of C. D. Wheatley in Wheatleys Hardware, Yukon, in which John and C. D. Wheatley have been partners since 1946.

Roy Knight has purchased the W. C. Smith hardware store, Snyder. J. C. Smith is retiring due to ill health.

OHIO

The Cooper Hardware Co., 2512 West Third St., has taken a lease on the store-room at 3016 N. Main St., Dayton. The building will be remodeled and a new store will be opened in the future.

Jack Pierce and Wayne Tood have purchased the Brening hardware store in Chillicothe.

Abraham F. Muscari and Frank Waldhorst are the owners and managers of the new Marietta Hardware Co., 170 Front St., Marietta.

PENNSYLVANIA

A. C. Hutchison and Abe Solomon have acquired the Marinelli Hardware property on Graham Ave., Windber. Mr. Solomon will have charge of the store.

Louis M. Waddell, Waynesburg, has purchased the Blair & Hampson Hardware Store, which a century ago was owned by his father.

VALVE EXPORT AGENTS

Superior Valve Mfg. Co., 3301 Mayflower Rd., Cleveland 15, Ohio, has appointed Ward Export Co., Inc., 525 Broadway, New York City 12, as export representatives covering: West Indies, Dominican Republic, Cuba, Haiti, Puerto Rico, South America, Ecuador, Venezuela, Central America, Guatemala, El Salvador, Honduras, Philippine Islands, Iran, Syria, Lebanon, Tangiers, Saudi Arabia and Liberia.

ARVIN CLEVELAND AGENT

Arvin Industries, Inc., Columbus, Ind., has announced the appointment of Edgar A. Brown, Inc., as the distributor for Arvin radio, television and electric housewares in Cleveland, Ohio.

Edgar A. Brown is president and sales manager of the firm, which has its headquarters at Carnegie Ave. at East Fortieth Street, and Andrew E. Morgan is general manager.

Spokane Pot & Kettle Officers



The Spokane Chapter of the National Pot & Kettle Club Association recently held an election of officers. From left to right they are: Bob Skindlov, Graybar Electric, secretary; Bob Roller, Brodie's, Inc., treasurer; Herb Becker, International Forwarding Co., president; Jack Berger, Marshall Wells, vice-president; Gail Adams, Harper-McGee, retiring president; and Frank Martin, The Palace Store, corresponding secretary.

OBITUARIES

CHARLES T. PFLUEGER

Charles T. Pflueger, Sr., 66, president, The Enterprise Mfg. Co., Akron 9, Ohio, died



CHARLES T. PFLUEGER

recently in City Hospital, having been stricken at his farm near Greensburg a few hours earlier. He was 16 when he joined the company incorporated by his father, the late E. F. Pflueger in 1882.

Mr. Pflueger had been active in the business until last January when he was stricken with cerebral thrombosis. He was a member of the Izaak Walton League and a 32nd Degree Mason.

AMOS MARCKEL

Amos Marckel, 87, one of the incorporators of the Our Own Hardware Co., Minneapolis organization, died recently at Rochester, Minn. Mr. Marckel served continuously as a director of Our Own from its inception until his resignation at the annual meeting last Feb. He also served continuously as a vice-president of the Hall Hardware and Our Own Hardware Co.; and at the time of his death, was an honorary vice-president of the Our Own Hardware Co.

He held membership No. 1, dated July 11, 1913, with Charles F. Ladner. Mr. Marckel brought Mr. Hall into the group by introducing and recommending him to Mr. Ladner and the other board members, suggesting he be employed as manager.

Mr. Marckel originated the

Hall Building Co., and acted as its president until his resignation last Feb. He was a founder of the Hardware Mutual Insurance Co. of Minnesota.

E. JULIUS CAPPELMANN

E. Julius Cappellmann, 64, president, C. D. Franke & Co., Inc., hardware wholesalers, Charleston, S. C., died recently. Mr. Cappellmann started with the company in 1900 at the age of 14 as an office boy, working his way up to the position of president through the ranks. He was successively stock clerk, order and billing clerk, traveling salesman, buyer and then vice-president, from 1921 until 1947 when he was elected president. Mr. Cappellmann was a member of the Knights of Pythias and Elks, Chamber of Commerce, Hibernian



E. JULIUS CAPPELMANN

Society and a director of the American Mutual Insurance Co., all of Charleston. He was also made a member of the HARDWARE AGE Fifty Year Club this year.

WILLIAM K. TAYLOR

William K. Taylor, 58, salesman for Louisville Tin & Stove Co., Louisville, Ky., died recently at Nichols Hospital.

J. H. TOUCHSTONE

J. H. Touchstone, 55 field technician and sales representative for Sandvik Saw & Tool Corp., 47 Warren St.,

New York City, died recently following a car accident. He had been with Sandvik for the past 12 years, and had been instrumental in introducing the Sandvik Swedish bow saws in the south. Since the war, his activities were confined principally to the states of Alabama and Mississippi.

FRED R. PECK

Fred Russell Peck, 84, formerly associated with Patent Novelty Co., Fulton, Ill., as sales manager of the hardware division, died recently.

Mr. Peck joined his father in the C. A. Peck hardware company, Berlin, Wis. He later organized the Peck-Hamre Mfg. Co., Berlin and was president until he moved to Clinton in 1921 to join Patent Novelty. He retired from that company in 1943.

FULTON SEELBINDER

Fulton Seelbinder, vice-president in charge of purchases and a member of the board, Wimberly & Thomas Hardware Co., Inc., wholesalers, Birmingham 2, Ala., died recently.

Mr. Seelbinder had spent practically his entire life with the company. He started as office boy and worked up to the positions of traveling representative, sales manager, merchandise manager and finally vice-president in charge of purchases and a board member. He was a member of the Birmingham



FULTON SEELBINDER

Chamber of Commerce and the Alabama State Chamber of Commerce.

LLEWELLYN G. GRIFFITHS

Llewellyn G. Griffiths, 74, secretary, The Enterprise Mfg. Co., Akron, Ohio, died recently at City Hospital, having been in the hospital for 10 days prior to his death. Mr. Griffiths, who had been with the company for



LLEWELLYN G. GRIFFITHS

60 years, started in the shipping room. He was sales manager for many years before he was appointed secretary. For 40 years he traveled from coast to coast for Enterprise.

MAJESTIC ADDS AGENTS

Majestic Radio & Television, 70 Washington St., Brooklyn 1, N. Y., has announced the addition of three new members to the factory sales organization who will represent the company for Majestic radio and television products.

James R. Lacey, who maintains his headquarters at 231 Healey Bldg., Atlanta 3, Ga., is district sales manager for Georgia, Florida, and Alabama.

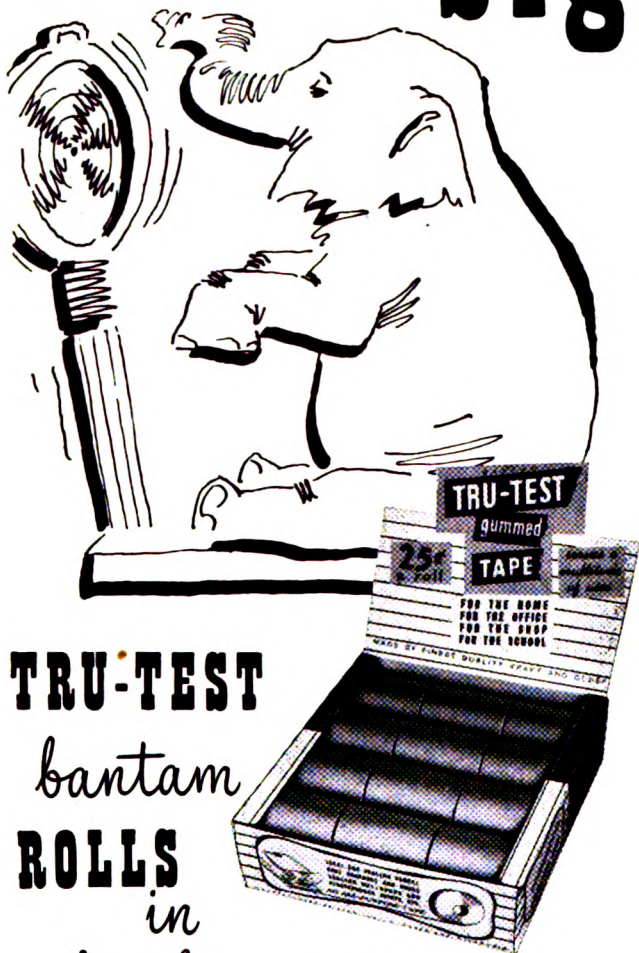
John M. Maynard, who maintains offices at 4507 Shenandoah, Dallas 5, Texas, will cover the states of Texas, Arkansas, and Louisiana.

Milton Hessel will cover southern Illinois, and eastern Missouri from his headquarters at 4521 Parkview Place, St. Louis 10, Mo.

JACOBUS' AGENTS

Charles Peltz and Fred Levering have been named representatives for A. G. Jacobus' Sons, Inc., Verona, N. J., for the District of Columbia, Delaware, Maryland and Virginia.

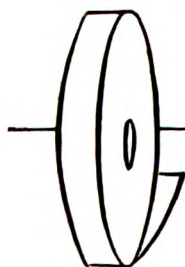
going over **big**



TRU-TEST
bantam
ROLLS
in
display cartons

An overnight success, Tru-Test "BANTAM" Rolls have exceeded our wildest expectations . . . point to a genuine need and demand for a consumer size unit of gummed tape for use in the home. It's new extra business. Why not get your share of it.

Available in 1 to 3 inch widths — packed 12 "BANTAM" rolls to the carton. Retailers for 25c per roll and being snapped up at the price. Write direct if your distributor can't supply you.



manufactured by
TAPE, INC. / Green Bay, Wis.
sold by better distributors everywhere
for better results anywhere



H. D. Q. NEFF, Hartford, Conn., New England representative for Utica Drop Forge & Tool Corp., has spent 56 years in the hardware business. The third initial of his name, he says, stands for "Quality." His calling cards read, "H. D. 'Quality' Neff—I can't sell them all but I sell the best." He started as a clerk for the Keene Bros. Hardware Co., in Chicago, in 1894. After two years he went to Carson, Pirie, Scott & Co., as buyer for the upholstery, hardware and sporting goods department. He served in the Spanish-American War and afterwards embarked on a long career on the road, at first working for one of Utica's manufacturer's representatives in the North Central states. When the line was withdrawn from representatives in the early 1900's, he was appointed directly by the company. In 1913 he accepted the New England territory from



H. D. Q. NEFF

J. Wiss & Sons, and continued in that association for seven years. In 1920, with four associates, he assisted in organizing the Forged Steel Products Co. He served as vice president, factory superintendent and also "covered several territories." He sold his interests in 1928 and did special sales work for Billings & Spencer and the William Schollhorn Co. His renewed association with Utica started in 1932.



JAMES F. DONAHUE

manager in Chicago. From 1920 to 1928 he was vice president and general manager of Foster Bolt & Nut Manufacturing Co., and for the next two years was president. He has been vice president of Lamson & Sessions for the past 20 years. Mr. Donahue is a member of the Transportation Committee of the Cleveland Chamber of Commerce.

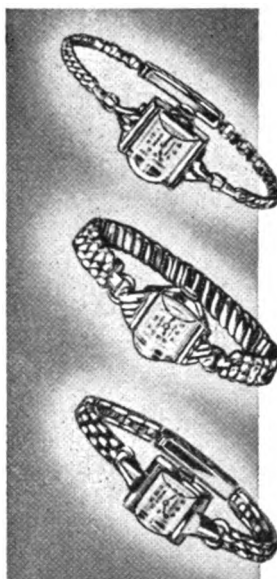
JAMES F. DONAHUE, executive vice president of The Lamson & Sessions Co., Cleveland, began his business career in 1895, with the Oliver Iron & Steel Co., with which he remained in various clerical and operating capacities until 1903 when he went to the New Castle Forge & Bolt Co., where he stayed until 1908, having served as secretary and general sales manager. From 1908 until 1920 he was with Russell, Burdsall & Ward Bolt & Nut Co., as western sales



F. B. KELLOGG

pany was incorporated in 1921 he was elected a director and to his present post of secretary-treasurer. A son, W. B. Kellogg, is also with the firm in an executive sales capacity.

F. B. KELLOGG, secretary-treasurer of F. E. Myers & Bro. Co., makers of water systems, pumps and farm operating equipment, on Oct. 28 began his 62nd year with the company. When he joined the firm it had less than 60 employees, of whom eight were in the office. He started as a bookkeeper. When he went to work the Ashland, O., company had only 300 to 400 accounts, whereas at one time the company had between 10,000 and 15,000 active accounts. When the com-



No. 23HK2450

Distinctively modern square dust-protected case with 10K yellow rolled gold top and a non-corrosive metal back. Matching chain bracelet. Raised figure dial, high domed crystal. 17 Jewel Hallmark shock-protected movement assures accuracy.

Suggested Retail \$50.00

No. 17HK3100

Strikingly simple 14K yellow gold dust-protected case with matching gold-filled expansion bracelet gives this watch an ultra-modern look. Easy-to-read raised figure dial and domed crystal. 17 Jewel Hallmark shock-protected movement.

Suggested Retail \$60.00

No. 9HK3800

Simple, smart and square . . . this dust-protected case is 14K white gold, with matching gold-filled link bracelet. It also features a raised figure dial, clear, domed crystal and dependable 17 Jewel Hallmark shock-protected movement.

Suggested Retail \$71.50

*Timepieces
with an Extra Measure of Value*

HALLMARK
REG. U.S. PAT. OFF.

FINE WATCHES

- ★ SHOCK PROTECTED ★ DUST PROTECTED ★ ANTI-MAGNETIC
- ★ REAL RUBY JEWELS ★ METAL BRACELETS ★ FULLY GUARANTEED

Wherever fine watches are discussed, everybody talks about Hallmark. There's no secret about its popularity with those who insist on the best quality, smart, modern styling and reliable accuracy. Hallmark watches are made with standardized, interchangeable parts. Packed in handsome presentation boxes.

NATIONALLY ADVERTISED

No. 31HK2675

This man's watch features dust-protected 10K yellow rolled gold plate case with non-corrosive back, matching gold-filled expansion type basketweave bracelet. Raised figure dial, domed crystal. Sweep second hand. 17 Jewel Hallmark shock-protected movement.

Suggested Retail \$55.00

No. 38HK3150

WATER - REPELLENT. Distinctively modern watch with yellow top, steel back case. Dust-protected for trouble-free service. Matching gold-filled combination expansion bracelet. Radium figure dial and hands. Sweep second hand. 17 Jewel Hallmark shock-protected movement.

Suggested Retail \$60.00

No. 36HK3750

AUTOMATIC, SELF-WINDING. Superb, ultra-practical watch for men. All stainless steel water-repellent, dust-protected case with matching steel expansion type basket-weave bracelet. Has radium figure dial and hands; sweep second hand. 17 Jewel Hallmark shock-protected movement.

Suggested Retail \$71.50

SOLD ONLY THROUGH WHOLESALERS

For full details, write or phone



HALLMARK Watch Corporation
5 NORTH WABASH AVENUE, CHICAGO 2, ILLINOIS



THE 98¢ ECONOMY BOX

Dealers like this colorful display carton of MORTITE Weatherstripping because it acts as a silent salesman on any counter or in window.

Off the market last season, but back this year because of popular demand.

The Economy box contains four 29¢ boxes, each with enough MORTITE to weather-strip an average size window. (12 Economy boxes to carton—Stock No. M-1.)

Customers like it because it saves them money.

Your profit on a carton \$3.92.

Your profit on Jr. boxes sold separately at 29¢ is \$6.08 per carton.

And—DON'T FORGET THE OTHER BIG MORTITE SELLER



Bargain Box contains one large coil, enough for five to six windows. Retail for \$1.25. (Packed 12 to carton—Stock No. B-2).

Your profit on a carton \$5.00.

NATIONALLY ADVERTISED

for the past seven years in publications with a total circulation of 24,000,000—and an average home ownership of 63 1/3%.

ORDER THROUGH YOUR JOBBER TODAY

J. W. MORTELL CO.
Technical Coatings Since 1895
508 Burch St., Kankakee, Ill.

How's the

HARDWARE BUSINESS?



The Business Outlook—Markets and Price News

(Continued from page 14)

the usual galvanized coating. Curtailment of its galvanizing operations has been mainly in pipe.

Republic Steel has kept up normal galvanizing operations on steel wire and pipe but has reduced galvanizing production on sheet steel 25 pct.

Paper Bags Advanced About 10%, Nov. 1

A number of mills announced price increases in paper bags, effective Nov. 1. The increase in standard grocery and specialty bags averages 10 pct. The boost averages 7½ pct in multiwell shipping sacks. Including the current increase, three types of standard bags made from popular weight kraft have advanced in price per thousand since the start of the Korean war as follows: 20-pound bags from \$4 to \$4.50; eight-pound bags from \$2.20 to \$2.90, and three-pound bags from \$1.15 to \$1.65.

National Raises Price On Galvanized Pipe

National Supply Co. has increased prices of galvanized steel pipe in ½-in. sizes and larger in a range from \$3 to \$5 per ton, effective Oct. 23. Prices of ½ and ¾-in. pipe were boosted \$5 per ton; 1-in. and 1¼-in. pipe \$4 per ton; 1½-in. and over \$3 per ton. Similar price increases had previously been announced by other pipe makers.

Price Advances Made On Revere, Ekco Lines

Revere Copper & Brass, Inc., has announced price increases of approximately 10 pct on 24 items in its line of copper-clad stainless steel Revere ware cooking utensils. The new price range is from \$3.75 to \$13.95, compared with \$3.40 to \$12.50.

An increase of almost 15 pct was announced by Ekco Products Co. on its line of stainless steel copper-bottom ware.

Wholesale Hardware Sales¹

By Geographic Divisions, for September 1950

Geographic Division	Number of Firms²	SALES REPORTED						CUMULATIVE SALES³		
		Percent Change Sept. 1950 vs.		Amount (Add 000)				January-Sept. 1950 (Add 000)	January-Sept. 1949 (Add 000)	Percent Change
		Sept. 1949	August 1950	Sept. 1950	Sept. 1949	August 1950				
U. S. TOTAL.....	335	+30	-13	\$93,974	\$72,563	\$107,641		\$713,162	\$604,359	+18
New England.....	19	+33	-12	1,837	1,377	2,097		14,914	12,289	+21
Middle Atlantic.....	74	+34	-7	12,953	9,659	13,884		93,428	80,464	+16
East North Central.....	44	+16	-15	14,194	12,190	16,686		119,673	97,647	+23
West North Central.....	35	+18	-10	16,096	13,633	17,985		120,427	108,808	+11
South Atlantic.....	56	+31	-16	13,857	10,599	16,579		100,403	83,216	+21
East South Central.....	23	+32	-16	6,826	5,160	8,173		51,718	42,741	+21
West South Central.....	43	+33	-8	10,796	8,117	11,676		81,553	72,255	+13
Mountain.....	10	+42	-12	2,864	2,108	3,268		21,210	18,304	+16
Pacific.....	31	+48	-16	14,551	9,810	17,293		109,836	88,635	+24

¹ Includes 14 reports received too late to be incorporated in Census Bureau published releases.

² Includes reports received too late for inclusion in previous monthly totals.

³ Number does not apply in all cases to the cumulative figures.

States Comprising Regions: New England—(Conn., Maine, Mass., N. H., R. I., Vt.); Middle Atlantic—(N. J., N. Y., Pa.); East North Central—(Ill., Ind., Mich., Ohio, Wis.); West North Central—(Iowa, Kan., Minn., Mo., Neb., N. D., S. D.); South Atlantic—(Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.); East South Central—(Ala., Ky., Miss., Tenn.); West South Central—(Ark., La., Okla., Texas); Mountain—(Ariz., Colo., Idaho, Mont., Nev., N. M., Utah, Wyo.); Pacific—(Calif., Ore., Wash.).

Christmas Clubbers To Get \$920 Millions

Christmas Club distribution in the week beginning Nov. 27 will be 2.7 pct higher than last year, and it will be the highest in the 40 years of Christmas Club operations. This year \$920 million will be shared by about 10,878,000 Christmas Clubbers.

The average per member, this year, will be \$84.57, as compared with \$84.40 in 1949. There are 200,000 more depositors this year.

Oilcloth Prices Boosted An Average of 6 to 7%

Oilcloth manufacturers have increased prices averaging 6 to 7 pct, with retail prices showing gains of approximately 5 to 10 cents a yard. It is expected that chain stores will raise prices that much with 46-inch oilcloth being boosted from 59 to 65 cents a yard. Prices in department stores for this size will be advanced from 59 to 69 cents. For 54-inch materials, the price will be boosted from 69 to 75 or 79 cents a yard.

Westinghouse Increases Prices on TV, Radio Sets

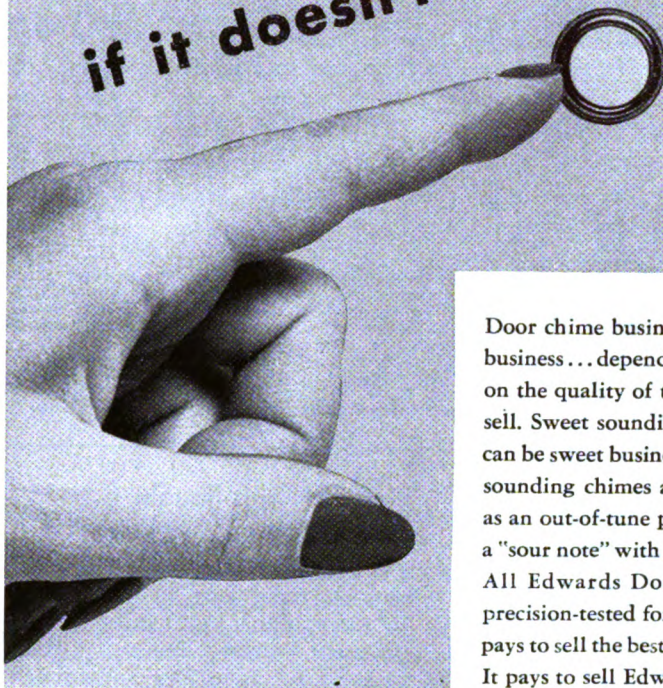
Price increases ranging from \$10 to \$35 on seven television receivers and increases of \$1 to \$2 on three table radio models were announced by the television and radio division of Westinghouse Corp. Prices formerly ranged from \$249.95 to \$439.95 on the seven television receivers. Under the new schedule the range is from \$259.95 to \$449.95.

The three radio receivers which formerly sold at \$23.95, \$24.95 and \$26.95 are now priced at \$24.95, \$26.95 and \$28.95.

Auto Tires Up 7 1/2 Pct; Fifth Boost of The Year

A new round in tire price increases was instituted by Good-year Tire & Rubber Co., which was followed by similar action by General Tire & Rubber Co. Seiberling Rubber Co. and B. F. Goodrich. All automobile tire prices were boosted 7.5 pct for

Too bad for you
if it doesn't ring true



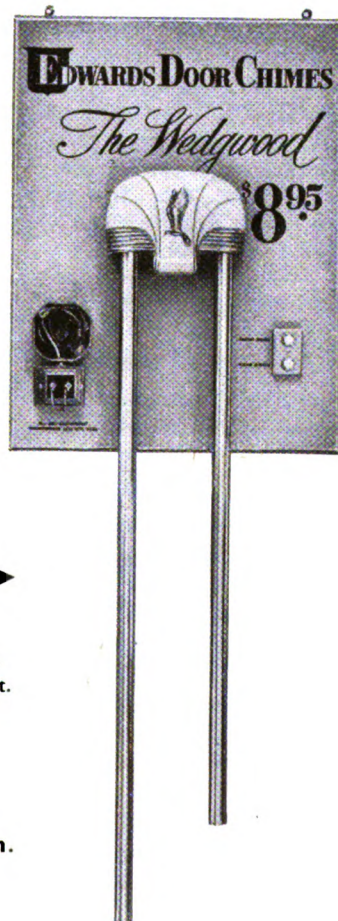
Door chime business can be good business... depending a great deal on the quality of the product you sell. Sweet sounding door chimes can be sweet business for you. Poor sounding chimes are as irritating as an out-of-tune piano and strike a "sour note" with your customers. All Edwards Door Chimes are precision-tested for tone purity. It pays to sell the best in door chimes. It pays to sell Edwards!

EDWARDS

Door Chimes

Sell on sight and sound

Edwards Display Merchandisers come to you *all wired and ready to operate*... complete with chime, transformer and two push buttons. Compact and efficient—your best chime salesman.



The New WEDGWOOD→

Your customers will go for the Wedgwood, with its crystal-like ivory and rich gold trim. Inlaid ornament gives three dimensional effect. Sounds a soft, clear two-note melody for front entrance... single note for rear door. A smart big seller at \$8.95 list.

Ask your distributor or write for catalog.

Edwards Company, Inc., Norwalk, Conn.

In Canada: Edwards of Canada, Ltd.

Wholesale Hardware Inventories¹

By Geographic Divisions, for September, 1950

Geographic Division	Number of Firms	End-of-Month Inventories (Cost)					Stock-Sales Ratios ²			Weeks' Supply of Inventory on Hand ³	
		Percent Change September 1950 vs.		Amount (Add 000)			September 1950	September 1949	August 1950	September 1950	September 1949
		Sept. 1949	August 1950	September 1950	September 1949	August 1950					
UNITED STATES TOTAL...	258	+ 3	- 1	\$121,477	\$118,129	\$122,577	156	195	137	8.9	11.1
New England.....	13	- 9	+ 3	2,967	3,270	2,889	219	327	184	12.5	18.7
Middle Atlantic.....	51	+14	- 2	13,586	11,930	13,909	131	159	125	7.5	9.1
East North Central.....	40	+11	+ 5	22,663	20,457	21,502	174	180	139	9.9	10.3
West North Central.....	29	+ 1	0	21,314	21,058	21,328	160	184	141	9.1	10.5
South Atlantic.....	52	+ 5	- 4	19,110	18,139	19,916	142	173	124	8.1	10.2
East South Central.....	18	+12	+ 8	8,442	7,509	7,789	140	168	109	8.0	9.6
West South Central.....	27	- 1	- 1	12,798	12,950	12,901	177	230	164	10.1	13.1
Mountain.....	7	- 4	- 2	2,372	2,477	2,421	182	244	171	10.4	13.9
Pacific.....	21	-10	- 9	18,225	20,339	19,922	156	260	143	8.9	14.9

¹ Includes 13 reports received too late to be incorporated in Census Bureau published releases.

² Stock-sales ratios are obtained by dividing the stocks by the sales for an identical group of firms.

³ Calculated by dividing end-of-month inventories at cost plus mark-up by sales during month and multiplying the quotient by the number of weeks in the month. Sales include direct shipments and consignment business. Week's supply is lower than if based on cost of sales from owned stocks.

States Comprising Regions: New England—(Conn., Maine, Mass., N. H., R. I., Vt.); Middle Atlantic—(N. J., N. Y., Pa.); East North Central—(Ill., Ind., Mich., Ohio, Wis.); West North Central—(Iowa, Kan., Minn., Mo., Neb., N. D., S. D.); South Atlantic—(Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.); East South Central—(Ala., Ky., Miss., Tenn.); West South Central—(Ark., La., Okla., Texas); Mountain—(Ariz., Colo., Idaho, Mont., Nev., N. M., Utah, Wyo.); Pacific—(Calif., Ore., Wash.).

the replacement market, with the exception of white sidewall tires where the advance was 10 pct.

The Goodyear announcement, made on Oct. 25, was the fifth this year on passenger car tires and the sixth for truck and bus tires.

The increase in the retail list price for the popular size 6.00 by 16 brings this Goodyear passenger car tire up to \$20.10 from \$18.70. This is the highest figure since this size was introduced 16 years ago. The price of an 8.25 by 20 first line truck tire was raised from \$93.40 to \$100.40.

Finance Firms Bought Less Paper on Appliances

There was a 13 pct decline in August from July in purchases by sales finance companies of instalment paper arising from sales of refrigerators and other household appliances, the Federal Reserve Board reported. This category constitutes the largest part of sales finance company operations in consumer goods other than automobiles.

There was an 82 pct rise in financing of furniture, radios and musical instruments. There was a 9 pct decline in purchases of paper representing retail sales of motor vehicles. This was

the first time in four months that there had been a month-to-month decline in such purchases.

September Retail Store Sales 14% Above Last Year

Retail store sales in September totaled \$12,485,000,000, a rise of 14 pct over the same 1949 month, reported the Commerce Dept. After adjustment for seasonal factors and differences in the number of trading days, September sales were 4 pct under the August total. They were almost 4 pct above the pre-Korean high, however.

Declines were shown in September by all the durable goods

Estimated Sales of Wholesale Hardware Distributors

By Months 1939 to September 1950

(\$000,000 omitted)

	1939	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950
January.....	39	44	55	89	59	72	87	120	185	204	184	160
February.....	37	41	52	83	64	82	85	126	191	207	178	173
March.....	48	49	61	93	73	89	103	141	219	246	222	219
April.....	47	55	74	93	74	85	97	154	227	256	204	207
May.....	52	57	77	78	71	86	93	159	216	233	206	231
June.....	51	56	77	80	76	89	92	157	202	237	198	243
July.....	45	55	79	73	73	82	89	162	200	227	171	272
August.....	50	59	82	74	75	91	96	174	204	248	192	324
September.....	60	63	87	73	73	90	97	176	222	253	213	284
Nine Month Totals.....	429	479	644	643	638	681	839	1369	1866	2111	1768	2113
October.....	60	71	91	74	76	94	113	214	254	262	212
November.....	54	65	80	58	77	89	108	195	212	241	197
December.....	49	67	82	58	75	82	103	185	211	212	175
Total for Year.....	592	682	897	926	866	1031	1163	1963	2543	2326	2358

Source: Bureau of Census.



ONE-PIECE E-Z CUP HOOKS

Smartly Styled! Well-Shaped!

Keep a good stock on hand—customers buy 'em in dozens for kitchens, closets, curtains, bathrooms! Durable zinc alloy in nickel and brass finish. Packed one gross to a box.

Also attractively carded. In gay kitchen colors—red, blue, green, white; nickel and brass. 6 on a card.

Have you an ample stock of GRC Wing Nuts? Fast-sellers because GRC's special facilities turn them out at a lower price!

Jobbers: Write today for samples and catalog sheets. GRC informative catalog sheets show clear prices—clear discounts!

GRIES REPRODUCER CORP.

789 East 132nd Street, New York 54, N. Y.

STOCK

the **TOP NOTCH** line of
CHICAGO

**"Safety plus" Hexagon
Head Cap Screws**

**(Bright or Heat Treated)
for These TOP NOTCH reasons:**

• **Constant Demand**—The constant demand for the "Chicago" line makes it easier to sell—it's the line for replacement used in original assembly in all fields of manufacture. Why?

• **They're Stronger**—More uniform—give a perfect fit for every replacement need, and ...

• **They Cost Less**—They fasten faster and tighter—resulting in lower ultimate costs to your customer, which makes them "easier to sell."

• **Better Service**—Increased "Chicago" plant facilities and production means "round the clock" service, higher quality, better packaging, and a more complete line. Yes, here is a greater profit line for you to feature—all four ways.

Remember to ask for these "Chicago" products from your hardware distributor:

• Hexagon Head Cap Screws, Steel and Brass
• Square Head and Headless Cup Point Set Screws
• Semi-Finished Hexagon Nuts, Steel and Brass
• Hexagon Castellated Nuts • Fillister and Flat Head Cap Screws • Taper Pins • Milled Studs • Socket Head Cap Screws • Socket Set Screws • Socket Pipe Plugs • Stripper Bolts or Shoulder Screws • Square Head Dog Point Set Screws • Keys, Assortments and Kits.

The CHICAGO SCREW COMPANY
2509 WASHINGTON BLVD., BELLWOOD, ILL.
Established 1872

groups after seasonal adjustment. Unadjusted sales of the building materials and hardware group in September totaled \$880,000,000, compared with \$1,245,000,000 in August and \$1,115,000,000 in September, 1949. After seasonal adjustment the total for September was \$796,000,000, compared with \$1,142,000,000 in August and \$1,010,000,000 in September, 1949.

Wire Shortage Hurts Tree Light Sets Output

Manufacturers of Christmas tree light sets in the New York region have been unable to fill the large number of orders placed by retailers since the start of the Korean war. The situation is due to shortages of No. 18 and No. 20 copper wire. A large part of the wire of one company was reported going into government contract work.

Plants are being operated on a 24-hours-a-day schedule where possible. Shipments of wire are being received on a week-to-week basis. One manufacturer reported a 50 pct cut-back in production because of greatly reduced wire shipments. This company reported shipment delays of 30 days and stated that orders are better than 30 pct above a year ago.

A Chicago manufacturer reported prices on Christmas tree electrical items were about 10 to 12 pct above a year ago. This company reports it was able to keep up its deliveries because of the early placing of orders. Volume, he stated, is 25 to 30 pct over a year ago.

Slow Deliveries Tilt Inventory Balance

Difficulty in maintaining balanced inventories because of slow and extended deliveries of critical materials was reported by the business survey committee of the National Association of Purchasing Agents. The group also reported that inventories of industrial materials dropped sharply last month and in some cases they were below safe operating levels.

The slowdown in booking of new orders which was first apparent in September, continued



Waiting for



Sales?



You Need



SANDEE

Complete plastic hose line

SANDEE HELPS YOU SELL!

Now! Sandee sales aids, plus demand for Sandee quality plastic hose speeds your turnover

- Sure selling promotional material
- Generous discounts for high unit profit
- Competitive prices meet every buyers need

FREE SAMPLE!

Judge Sandee quality for yourself. Write today for a free 15 inch sample section of Sandee Featherlite hose. Examine the smooth inner wall, the tough ribbed surface. Lift it, twist it, crush it... see how it snaps back. Write for your free sample. Investigate the high unit profit in the complete Sandee line.

SANDEE MANUFACTURING COMPANY

5050 Foster Ave., Dept. 31 Chicago 30, Illinois

**TWO
STEPS TO
SMOOTHER
PROFITS!**

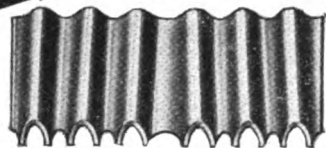
1. **FAST-SELLING
ROYAL
JOINT FASTENERS**
2. **SELF-SELLING
ROYAL
DISPLAYS**

**42 WAYS TO PROFITS!
ALL-INCLUSIVE SIZES!**



**HERE'S THE SMART
SALES-STIMULATING
COUNTER DISPLAY!**
Red, Blue, and White display holds
10 boxes, packed 50 or 100 per box

**HERE'S THE MASTER
CRAFTSMAN'S CHOICE**



Divergent corrugations, saw style, drive across
or with grain. Available in tempered cold rolled
steel, galvanized and solid brass.

DEPTH: 1/4", 3/8", 1/2", 5/8", 3/4", 7/8", 1"

CORRUGATIONS: 2, 3, 4, 5, 6, 7, etc.

—SPECIAL SIZES TO ORDER

IN BULK: In kegs of 50 or 100 lbs., and car-
tons of 500 or 1000.

Most Popular Wood Joiner—



—For Everyone!

NOW NATIONALLY ADVERTISED!

See your jobber — or write direct!



Independent Metal Strap Co., Inc.
ESTABLISHED 1907
232 Third St., Brooklyn 15, N. Y.

during October. Only 33 pct of those reporting showed a further gain in new bookings, as compared to the top of 80 pct in August. A continued high level of bookings was maintained by 52 pct. A reduction in their backlog of orders was reported by 15 pct.

Increased production was reported by 45 pct, as against 72 pct in August while lower output was indicated by 10 pct.

Consumer Price Index Up For 7th Month in Row

Consumers' prices were up 0.6 pct from Aug. 15 to Sept. 15, with rises in the homefurnishings component again pacing the advance, reported the National Industrial Conference Board. September was the seventh consecutive monthly rise.

The index for all items for September was 0.4 pct below the all-time high in consumers' prices recorded in August-September, 1948.

In the 12 months through September the index has risen 2.3 pct. Base date of the series is January, 1939, as 100. An increase of 1.9 pct was noted in the housefurnishings component from August to September. Housefurnishings prices were up 6 pct in the 12-month period, this component showing the largest rise.

Home, Farm Pump Market To Be Biggest Next Year

"The 1951 market for electric farm pumps and water systems is the largest that we have ever had," members of the National Association of Domestic and Farm Pump Manufacturers were told by their executive secretary and director, Herbert C. Angster, at the annual meeting, in Chicago, Oct. 17.

"In 1939, there were 1,750,000 farms in the United States having electricity," Mr. Angster said. "Between 1939 and 1949, 3,200,000 more farms obtained electric power. Since 1949, the total number of electrified farms has increased to 5 million or more."

THE LAST WORD IN WIRE PRODUCTS

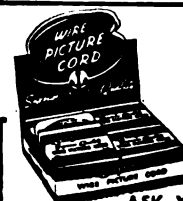
**BRASS, COPPER, DARK, TINNED,
GALVANIZED COILS AND SPOOLS
1 OZ. TO 20 LB. PACKAGES**



**STOVEPIPE WIRE
COIL AND SPOOL
ASSORTMENT**

**STRANDED AND
SOLID CLOTHES
LINE WIRE**

**STRANDED
AERIAL WIRE
RADIO ACCESSORIES
SOLDER AND PASTE**



**BRAIDED
PICTURE
WIRE**

**SOLD THROUGH
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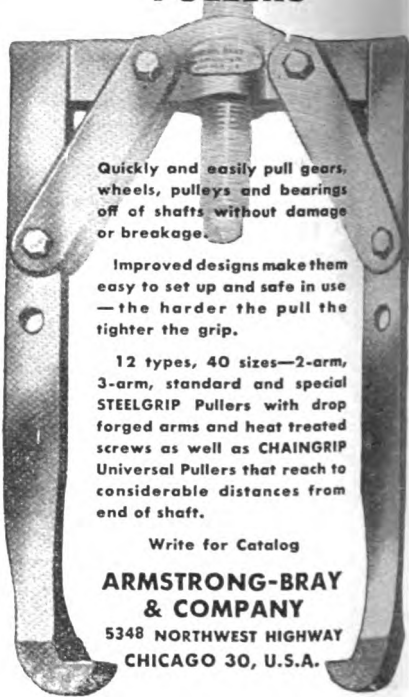
ASK YOURS FOR PARTICULARS



**ANCHOR
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183-16 JAMAICA BLVD.
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ARMSTRONG-BRAY GEAR and WHEEL PULLERS



Quickly and easily pull gears,
wheels, pulleys and bearings
off of shafts without damage
or breakage.

Improved designs make them
easy to set up and safe in use
— the harder the pull the
tighter the grip.

12 types, 40 sizes—2-arm,
3-arm, standard and special
STEELGRIP Pullers with drop
forged arms and heat treated
screws as well as CHAINGRIP
Universal Pullers that reach to
considerable distances from
end of shaft.

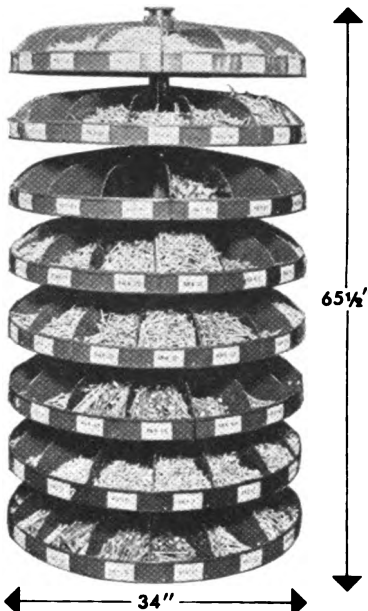
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**ARMSTRONG-BRAY
& COMPANY**

5348 NORTHWEST HIGHWAY
CHICAGO 30, U.S.A.

Economical Storage

ROTABINS... FOR BOLTS AND PIPE FITTINGS



Series RB-3400

Each section has 5 compartments 21" wide.
Additional Bin Dividers are extra.

8 Sections ... 65 1/2" ... \$84.00
7 Sections ... 65 1/2" ... 75.00
4 Sections ... 37" ... 47.00

REVOLVO FOR NAILS



MODEL 25 B

25 B—5 sections, 25 compartments, each holding a keg of nails \$113.00.

500 A—5 sections, 50 compartments, each holding a keg of nails \$181.00.

Scales Extra

Other sizes to fit your particular needs.

Immediate delivery. f.o.b. Wellston, O.
Prices subject to change without notice.

THE FRICK-GALLAGHER MFG. CO.
417 Shubert Bldg., Phila. 2, Pa.



would have been impossible to fill them immediately or at any future date."

The convention was told by S. M. Ford, vice president and general sales manager of the Chicago Electric Manufacturing Co., that the electric houseware industry expects this year's business will be about 20 pct over 1949 volume. However,

he added that "there may be some question whether all of these products being shipped will end up in the hands of consumers by Christmas time."

Discussing the industry's outlook for next year, he said that volume will be down about 15 pct for the first six months and for the entire year will be off about 25 pct from 1950 volume.

Tin Skyrockets to \$1.32 Per Lb. as Result Of International Scramble; Forces Brass Up

The price of tin, which has been moving from one new high to another in the New York market, established another record Nov. 2 when it touched \$1.32 a pound for Grade A metal. It advanced 4 1/2 cents in two days. The price during World War II was 53 cents a pound. Most of the increase in price has occurred since last April. On Nov. 2 the price was 56 cents higher than on June 26, when war broke out.

One of the principal reasons for the strong demand which has accounted for the sensational price rise is the threat of invasion by Communists of those areas which are the sources of tin supply in the Far East.

Because of the upsurge in the tin price there has been an increase of from 1 3/4 cents a pound to 6 1/2 cents a pound in the price of brass and bronze ingots.

Home Building May Drop Off One-Third Next Year; Remodeling Will Increase

Residential construction in 1951 will probably drop off more than one-third from the peak \$10 billion which will be spent in this field, this year, Standard & Poor Corp. estimates in an industrial study of the building industry.

This decline in residential building which will reflect the tightened Government curbs on mortgage credit, will probably result in a 10 to 15 pct reduction in the outlays for all new construction, next year, the analysis shows.

Even though credit curbs may reduce housing starts by one-third next year, 1951 may still prove to be a fairly good year when measured by ordinary standards. The 1950 peak will be about 1,300,000 dwelling units, well above the number started in any previous year. Next year, new starts may fall to 850,000 or even 750,000, Standard & Poor estimates in its report.

The slowdown in residential building will probably result in increased tempo of rebuilding of older dwellings. This, of course, will result in greater sales of building materials for this purpose, so that the buildings ma-

terial field will suffer less than it otherwise would from the severe decline in new homes.

The building industry analysis shows that the paint group should be in a promising position, next year, since a relatively small proportion of total paint sales goes into new building, and the expected decline in sales for that purpose should be offset by increased defense requirements.

Aluminum to be Piled Despite Strong Demand

The program of aluminum stock-piling by the Munitions Board was defended by Jess Larson, administrator of the General Services Administration in a speech before the autumn meeting of the Aluminum Association in New York. He said the program should be continued, although current civilian and military demands are at a peak.

The program, he said, could be justified even though there is not enough primary aluminum capacity to meet current needs and secondary metal has been selling at higher prices than the virgin ingot.

Chain, Mail Order Business Down in Sept.

September chain store and mail order sales totaled \$2,579,000,000 reported the Commerce Dept. This represented a 12 pct gain over a year ago. After adjustment for seasonal and working day differences, September sales were about 5 pct below August. However, they were 4 pct above June, the pre-Korean high.

All major lines of trade recorded declines from August to September on a seasonally adjusted basis. In the durable goods group there were sales declines of 5 to 10 pct at hardware, automobile accessory and building material stores. Furniture store sales were little changed from August.

Yale & Towne Sales Up 8% For Nine Months

In a comparison of operating results for the first nine months of 1950 as against the same period in 1949, Gilbert W. Chapman, president, informed stockholders of the Yale & Towne Mfg. Co. that net sales increased from \$41,657,122 in 1949, to \$45,070,424 in 1950, a gain of 8 pct.

"As the country's rearmament program is accelerated from the planning stage into defense production," Mr. Chapman stated, "there should be a continuing high level demand for the company's materials handling equipment."

"On the other hand," he continued, "federal limitations on credit and the use of strategic materials needed for defense production may reduce the present high level of civilian hardware sales."

Lamson & Sessions Co. Shows Marked Gains

The Lamson & Sessions Co., Cleveland, makers of nuts, bolts, cap screws, cotter pins and screw machine products, had increases in orders, shipments and backlog in the first nine months of 1950, George S. Case, Jr., president, reports.

Sales for the first nine months

Here's a Profit Package for DEALERS Everywhere

The New Wrought Washer Self-Service WASHER Sales BOARD

containing 60 dime packages of washers of every type and description

Here's a way to offer washers to your customers without having to store them in valuable bin or drawer space... without having to spend time hunting them up, counting or weighing. With this new washer sales board, they're handsomely packaged on an attractive, self-service display, designed for either standing or hanging in a minimum of space. It's a reminder that sells 'em, because the customer sees 'em. Yes, it's a small item, but a tidy profit maker. Stock and display this Wrot-Washer Self Merchandiser, Now.



40 packages Standard Washers —
20 Special Assortment Packages

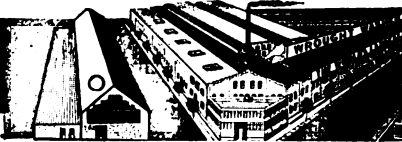
**ORDER TODAY
THROUGH YOUR JOBBER**

If he can't supply you, write us direct

WROUGHT WASHER MANUFACTURING CO.

The World's Largest Producer of Washers

2218 S. BAY ST., MILWAUKEE 7, WIS.



NEW CONVENIENCE! NEW DESIGN!

with

P. WALL
PistoGrip
BLOW TORCH

No Extra Cost

First radical change in blow torch design in 30 years ready NOW at NO EXTRA COST!

MORE SALES FOR YOU! PistoGrip Blow Torch is easier to sell because it's easier to handle. Light-weight composition handle with finger grip indentations revolutionizes present design. Available for immediate delivery in all popular-priced models at NO EXTRA COST! Why sell obsolete models? Be the first to show the new P. Wall PistoGrip!



SHOWN: Model 330 S Superior with the new PistoGrip handle
WRITE TODAY FOR THE NEW P. WALL CATALOG

P. WALL MFG. CO.

215 Erie Street

Grove City, Pa.

When
others
give up
**BLUE
END**
stands
up!



If you wanted to, you could tell your customer *exactly why* Master Blue End outperforms and outlasts ordinary folding rules . . . as *proved by recent tests in the laboratory and in the field*. You could point out how this superb rule, due to adherence to rigid specifications, withstands heat, cold, moisture and rough handling . . . *remains absolutely accurate under all normal, and most abnormal conditions!*

Let your customer handle this rule . . . see for himself its selected straight grain maple sticks, its baked white enamel finish protected with waterproof lacquer, its smooth, easy action!

Let your cash register be proof that Master Blue End does its own talking . . . order from your jobber now in both regular and flat style readings.

MASTER

REG. U.S. PAT. OFF.

WOOD AND TAPE RULES

MASTER RULE MFG. CO., INC.
MIDDLETOWN • NEW YORK
General Field Sales Office:
105 W. Adams St. • Chicago 5, Ill.
Branch: P.O. Box 1587, Oakland, Calif.

DECTO-STICK FURNITURE REPAIR KIT



A specially
compounded stick,
that

**Fills and Colors
NICKS - DENTS - GOUGES**
in natural-finished or stained wood-
work, furniture, leather and plastics.

RUB IT IN THAT'S LEVEL IT OFF ALL !!

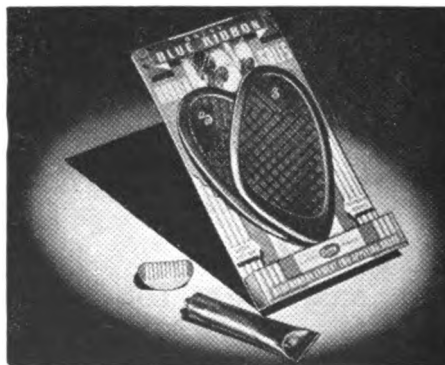
Display card holds 12 cellophane bags, each containing a complete kit of 4 Decto Sticks (dark mahogany, light mahogany, walnut and maple) a scraper and instructions.

SOLD THROUGH JOBBERS

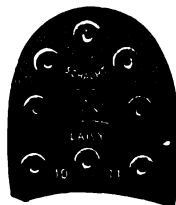
Decto Products Co.
SALEM 4 MASS

QUICK PROFIT For Hardware Stores in DAISY

**BLUE RIBBON
CEMENT-ON SOLES**



Blue Ribbon Soles stick tight till worn out. Give wonderful satisfaction. On 4 color display card. Fast sellers. For men, women, children. Write for DAISY Price List and new catalog.



SCHACHT RUBBER MFG. CO.
Dept. H, Huntington, Indiana

totalled \$18,000,095, compared with \$14,976,248 in the first nine months of last year.

Washer Output in 9 Mos. Surpassed All of 1949

Factory sales of standard-size household washers in the first nine months of this year passed the total for all 1949 and September shipments were second highest of any month in history, totaling 424,043 units compared to 433,919 washers in September, 1948, according to industry-wide figures announced by the American Home Laundry Manufacturers' Association.

January-September sales aggregated 3,093,030 washers, or 2 pct more than 3,033,106 in all last year, and an advance of 43 pct over the comparison period of 1949. September sales were 11 pct ahead of the preceding month and 19 pct greater than in September, 1949.

Sales of automatic tumbler dryers in the nine months were 103 pct greater than in all 1949, and topped the comparison period of last year by 276 pct. September dryer sales totaled 31,399, off 2.8 pct from 32,318 in August and 190 pct more than 10,806 reported for September a year ago.

Ironer factory sales in the 1950 period were 8.6 pct less in all 1949 and 29.5 pct greater than in the nine months of 1949.

Will Develop Standards For Restaurant Utensils

A committee to develop national standards for production of utensils and containers used in preparation of food in restaurants, hotels and other mass feeding industries is being set up by the American Standards Association.

Standardization of pots, pans, refrigerator trays and other equipment was urged by the National Restaurant Association.

Modernization Show Off; Conditions Unfavorable

Due to the increasing shortages of building materials and the possible curtailment of non-residential building it was decided to postpone the fourth International Store Modernization Show, which was to have been held in Chicago, next March.

Defense, Essential Uses Will Get Nearly Half Of Flat Steel in '51

Steel consumers see nothing but chaos ahead in the steel market, states *Iron Age*, Chilton publication in the metal-working industry, which predicts that controls over distribution must inevitably move in the direction of a controlled materials plan.

This authoritative source states that by next June, when the defense programs are in full swing, about 40 to 45 pct of all flat-rolled steel productions—sheets, plate, etc.—will go to either defense or to essential civilian use.

Two civilian allocations alone will take about 12 pct of next year's steel output, according to current plans, and the figures are not yet in for shipbuilding, agriculture or for steel mill and other plant expansion.

The steel mills set five consecutive all-time records for steel melted in a single week, and recently were operating at 102.5 pct of rated capacity.

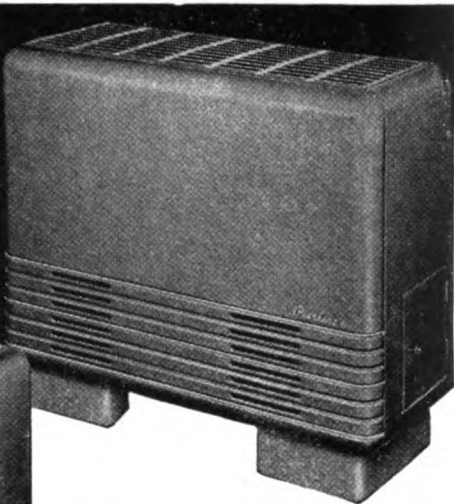
Barring any unforeseen occurrences, the steel industry expects to produce more than 96 million ingot tons of steel this year. The closest the industry ever came to attaining the 90-million ton mark was in the war year of 1944 when production reached 89.6 million tons.

Wage negotiations are now under way and *Iron Age* predicts that workers will get an increase of about 18 cents per hour, and also that steel prices will promptly rise as soon as the agreements are signed. The predicted increase will be from \$6 to \$10 a ton, with the majority of increases being closer to the high figure.

Another Fair Trade Writ Is Won By Toastmaster

McGraw Electric Co. has obtained another injunction forbidding sales of its "Toastmaster" Products at less than the established Fair Trade price. This injunction was issued in the Supreme Court of New York County against Leo and Dora Marks, doing business as World Happiness Products Co., 193 Greenwich St., New York City, after it had been established that these defendants had made cut-price sales of "Toastmaster"

Peerless GAS CIRCULATORS



Radiant and plain front fully vented models.

20,000 to 60,000 B.T.U. sizes.

Manual or Automatic Controls.

NEW Silver-Tan finish.

NEW Seam Welded gas tight heating sections.

A. G. A. Approved.

Forced air and gravity, Gas Circulators — Unit Heaters — Panel Heaters — Wall Heaters — Radiant Heaters.

Write NOW for complete NEW literature on the line that sells.

PEERLESS MANUFACTURING CORP., LOUISVILLE 10, KY.

are you selling

America's Fastest-Selling

Line of Ice Cream Freezers?

DOLLY MADISON ELECTRIC

You swim *with* the tide of public preference when you sell modern Porter-made freezers. Why buck it? The Dolly Madison is America's finest freezer—bar none! All electric—2-, 4-, 6-quart.



HUSKY . . . Trim, sturdy, light-weight, feather-turn Husky sells on sight! It's the only hand-operated freezer on the market backed by a guarantee! Stock Husky for more sales and profits. Available in 2-, 4-, 6-quart sizes.

SENSATIONAL DEALER POLICY
Only Porter backs dealers with modern selling helps! Write for folder illustrating 1950 line and merchandising aids.

WRITE TODAY

THE J. E. PORTER CORPORATION

America's Largest Manufacturers of Home Ice Cream Freezers—82 years Old

501-6 BROADWAY • OTTAWA, ILLINOIS



Long a joy to professional and other gardeners. The Pilgrim will appeal to all your customers who take pride in good tools. Top quality, backed by BLAIR'S seventy years' experience, assures satisfaction.

BLAIR
LAWN MOWERS

BLAIR MANUFACTURING CO.

Telephone 2-7449

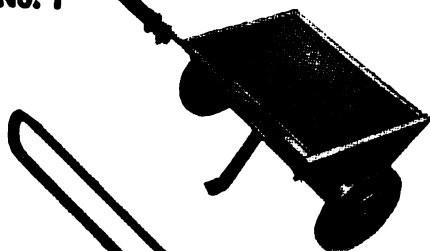
SPRINGFIELD 7, MASSACHUSETTS

Buch STEEL LAWN SPREADERS available now

Limited quantities (in all 3 sizes) of the famous Buch Steel Lawn Spreaders are ready now for immediate shipment. Don't take a chance on probable Spring availability - order from your jobber now!

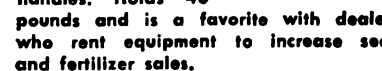
Model #1 Favorite size of most home gardeners. Constructed of 18 ga. sheet steel, with adjustable, automatic agitator for even feed. Holds 28 pounds.

No. 1



Model #2 Same features as Model #1 except this larger size has rubber tired wheels and tubular handles. Holds 40 pounds and is a favorite with dealers who rent equipment to increase seed and fertilizer sales.

No. 2



Model #3 Professional Size Spreader. Has capacity of 60 pounds and is sized for appeal to nurserymen, park operators and large estates. Rubber tired wheels and tubular handle.

No. 3



JOBBER — write for literature and prices. Immediate delivery if you order now.

products contrary to the laws of New York and the Fair Trade contracts of McGraw Electric Co.

Tire Retreading Increases; Materials Harder to Get

An increase in tire retreading and recapping which reached a peak during the last war is reported by The B. F. Goodrich Co. Limiting factor, the company stated, is the recent government order which restricts consumption of new rubber and will reduce the use of rubber in retread-recap materials from an anticipated 182,000,000 lbs. in 1950 to approximately 155,500,000 lbs., based on present estimates.

Recapping materials used last year totaled about 137,220,000 lbs., as compared with 94,600,000 lbs. in 1947 and 339,700,000 lbs. in 1944, the record year.

Goodrich estimates that more than twice as many passenger car tires were recapped, or retreaded, last August as in the corresponding month of 1949. A Goodrich official stated that it has become necessary for the manufacturers of camelback, cement and other tire repair materials to adopt an allocation program "in fairness to those engaged in the recapping-retreading business."

Consumer Price Index To Be Made Up to Date

The Bureau of Labor Statistics plans to issue a new revised consumer price index which will be based on modern family buying patterns, around the first of the year, Ewan Clague, BLS commissioner, disclosed.

The revised index will be calculated back to some date before the Korean war, possibly to Jan. 1, 1950. The new index will be based on a three-year survey of family buying patterns being made by the BLS.

Hamper Orders Heavy

Pearl-Wick Corp., Long Island City, N. Y., makers of clothes hampers, reports sales running substantially above 1949, when they totaled \$4,000,000. The current backlog exceeds \$1,000,000, according to Harold Gleitsman, president.

ANOTHER

MAGOR

PROFIT WINNER

the MAGOR ARROW —

built to last... and sell fast

A fast mover, this ARROW Brand Scoop! It's one of the comprehensive, SIMPLIFIED Magor line—designed to pare the cost and time of your inventory handling to the bone. They're all tough, balanced, with non-split edges. Write today for illustrated price list on this sales-building line.

5930

FAST SELLING MAGOR BRANDS

MASTER • POWER • DIGWELL • ARROW
BULL'S EYE • GOLD TARGET

MAGOR
CAR CORPORATION
SHOVEL DIVISION
50 CHURCH ST., NEW YORK 7, N.Y.

Harder Surface Enamel Announced by Glidden

Glidden Co. has developed a new enamel which uses silicone resin as a base and which is described as having a surface hardness of porcelain but lacking its brittleness.

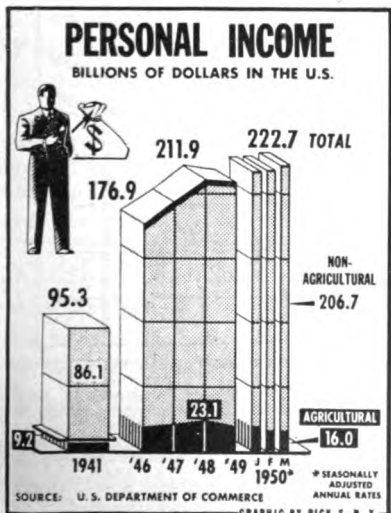
The new product is called Nubelon, and one of its principal advantages, according to Charles G. Moore, director of Glidden's paint and varnish division laboratory, is its ability to withstand sharp blows without chipping. This makes it ideal for use on such appliances as washing machines, refrigerators, stoves and heaters and a number of industrial appliances.

The company said it will take a year before transfer from the pilot plant phase to the production stage can be effected.

'Sandwich' Painting System Developed

A three-decker paint "sandwich" that is described as an entirely new painting system that "should help to reduce the nation's \$3 billion annual cost of corrosion" has been developed by the Westinghouse Electric Corp., the company announced. It was said that the "sandwich" withstands weather extremes as well as continuous salt spray.

J. G. Ford, manufacturing engineer for the Westinghouse Transformer Division, said the system was developed specifically for use on small distribution transformers which lower the voltage of electric current. He said it would more than



It's the CUT that COUNTS

So Sell Capewell

HACK SAW BLADES . . . the hack saw blade with the 2 exclusive advantages

1. Instructions indicating correct use printed right on the hand hack saw blades.
2. "Statistical Quality Control" — removes sub-standard blades during manufacture . . . assures user a bonus of 10% additional cutting.

YOUR DISTRIBUTOR also has these other fast-selling Capewell tools: hack saw frames, band saws (in coils or welded), Dfiles and hammers (nail, ripping, and ball peen). Pipe and bolt threaders, pipe cutters, pipe reamers, pipe vises, tubing cutters, power pipe machinery.

CAPEWELL
THE KEY TO ECONOMY

THE CAPEWELL MFG. CO. DEPT. 511, HARTFORD 2, CONN.

TOP QUALITY means More Sales for YOU...



1. The line is complete in popular types and sizes.
2. Once you sell a customer he stays with you.
3. Chicago Saws are tough and durable.
4. Proved dependability since 1921.
5. The complete line precision heat treated.
6. All are evenly balanced and accurately fitted.
7. Keen cutting edges.
8. Each saw checked for proper tension.



Write for full details. Bulletin No. 107 features the line and gives particulars. Ask for a copy.

HERE is saw quality that makes possible better earnings from any territory. Chicago Saws have, through the years, earned a reputation for ability, long life and economy that can prove valuable to you now, in your efforts to build better business. Now is the time to find out about Chicago Saws and let them go to work for you. You'll find this organization fully cooperative and the line will back you up all the way.

CHICAGO SAW WORKS

5040 S. Westworth Ave.

Chicago 9, Illinois



★
★
★

Success of the system is said to be due to the middle layer of paint which is made up of mica flakes embedded "shingle roof" fashion in a syrup-like plastic. The mica flakes ward off the attacks of moisture and oxygen, principal causes of rust, and increase the heat resistance of the middle coat as much as 10 times at high temperature.

There are now more than three million electric roasters in home use now, as a result of sharp sales increases during the past year, William Howlett, executive vice president of Nesco, Inc., announced at a press preview. Mr. Howlett reported that national sales of roasters jumped 17 pct to 160,675 in the first half of this year, compared to 128,000 in first half of 1949.

November and December generally account for about 25 pct of the year's sales of electric roasters, Mr. Howlett stated.

Memberships in farmer co-operatives increased a half million in the 1948-49 marketing season over the previous year—the same rise as in the previous three years—to total 6,384,000. While some of these farmers may be enrolled in more than one cooperative, it is estimated that more than half the farmers now use the services of farmer co-operatives to market their products or buy their supplies.

The 10,075 farmer cooperatives used in the survey did an estimated \$7.3 billion business by marketing and over \$2 billion by purchasing supplies. Combined, this totalled \$9.3 billion. The 1948-49 business was an 8 pct increase as compared with a 21 pct increase during the previous season.

Minnesota led all the other states in three ways. Its 1284 cooperatives had 615,000 memberships and accounted for a \$849 million business. California and Illinois followed in estimated business. In number of memberships, Illinois and Wisconsin

ranked second and third. In number of cooperatives, Wisconsin and Iowa placed second and third.

Sales of the Florence Stove Co., Gardner, Mass., amounted to \$23,825,013 for the first nine months of this year, the largest for any similar period in the company's history. Third quarter volume was also a record.

Demand for the company's products was accelerated in July, due to the Korean situation, stated R. H. Taylor, president. While there was a leveling off in early August when conditions became more stable, a steady demand has continued and the company now has the largest order backlog in its history. During the early part of this year the company adopted a policy of selling electric ranges and heaters through distributors, a step which, it was said, served both to strengthen the company's relative position in the industry and to act as a considerable spur to sales.

(Resume reading on page 15)

HARDWARE AGE WHITE INVENTORY SHEETS

Actual size of sheets 9 3/4 by 12 inches over all; writing area 8 1/2 by 11 1/2 inches. Sheets printed on both sides of white paper, with 28 entry lines on each side. PRICE \$1 for 100 sheets (320 names) plus 25¢ mailing charge.

[illegible]

From the many suggestions received this sheet was designed to sell at a new low price—100 sheets for only \$1, plus a 25c mailing charge. As these sheets are printed on both sides of good white bond paper, this means you really get 320 pages of inventory record sheets. Each side of the sheet has room for 28 items. Your \$1.25 investment provides inventory space for 8,960 items.

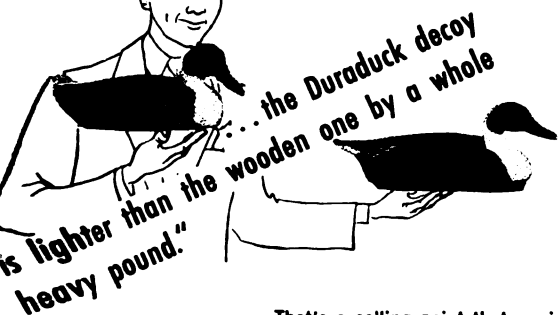
During the past years, thousands of retail hardware dealers and wholesalers have used millions of **HARDWARE AGE** Inventory Sheets because they have found them simple, convenient and handy to use. **THE WHITE INVENTORY SHEETS** are the best ever—they are even more simple, more convenient and easier to use. Our

These **WHITE INVENTORY SHEETS** will fit the regular **HARDWARE AGE** Inventory Sheet Binder, which are used by thousands of dealers who reorder their Inventory Sheets from us year in and year out.

Due to the exceptional low price at which these sheets are sold and which applies to the United States and its possessions only, please have your money order or check accompany your order.

Make your inventory taking this year easier and surer with these WHITE INVENTORY SHEETS. Order your supply today from HARDWARE AGE, 100 E 42nd St., New York 17, N.Y.

"THEY'RE BOTH GOOD DECOYS BUT . . .



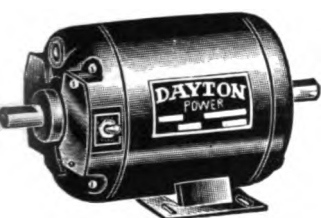
That's a selling point that carries weight (forgive the pun). The duck hunter knows how heavy a setting of wooden decoys can get. He's the man who has to lug the lumpy sackful on his back. Talk about lightness . . . and he'll listen. Then roll the Duraduck decoy into a ball and stuff it in your pocket. Show him how a dozen can be carried in a hunting jacket, and mister, you've got yourself a prospect! Remind him that Duraduck decoys are made of tough natural rubber . . . that shot-holes can't sink 'em. Point out the life-like detail and coloring, the patented air pocket that makes 'em ride like real ducks. Show him the complete line of Mallards, Black Ducks, Pintails, Blue Bills, Canvasbacks and tell him to take his pick . . . then ring up your sale.

RUBBER
PRODUCTS
DIVISION

DEWEY AND ALMY CHEMICAL COMPANY

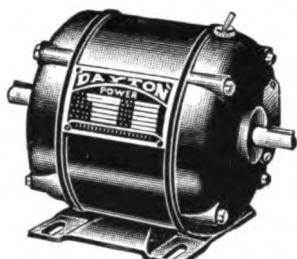
Cambridge 44, Massachusetts • Montreal 92, Canada

WORKSHOP MOTORS AT BARGAIN PRICES *Sell More Tools—Faster*



1/2-HP WORKSHOP MOTOR

Fastest-selling. Lists at only \$36.80. 1/2 HP, 3450 RPM, 115 V. Capacitor type. Double shafts. Totally enclosed. Ball bearings. Overload protected. Switch and cord. No. 4K152.



1-HP WORKSHOP MOTOR

Lists at \$59.95. Out-sells any 1-HP, 3450 RPM, 115/230 V. 60 Cy. double-shaft, ball-bearing workshop capacitor motor. On-off switch. 14/2 cord. No. 4K324.

USE YOUR NEARBY GRAINGER STOCKS

- Lowest Net Motor Prices • Motors for Every Need
- Strict Wholesale Policy • Fast Shipping Service

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40 Warehouses, Coast-to-Coast

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The Gift for Gunners

This handy kit contains every Hoppe Product that any shooter needs for the complete cleaning, care and protection of his guns—Solvent, Patches, Oil and Gun Grease—and each of the best.

Hoppe's Gun Cleaning Pack

will appeal to any gift seeker who wants a thoughtful, useful gift. Order a supply from your jobber NOW and put The Pack on display early.

FRANK A. HOPPE, INC.

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Philadelphia 33, Pa.

ARCHITECTS and BUILDERS AGREE ON THE **(CHICAGO)**

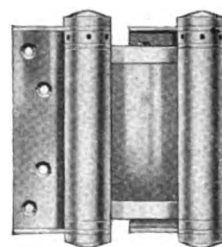
SPRING HINGES



Streamlined "TRIPLEX" SPRING BUTT-HINGES

Every year more and more Architects and Builders of Modern architecture are specifying Chicago "Triplex" Spring Butt Hinges and here are a few of the reasons why:

1. They are smart looking and streamlined to harmonize with the most modern architectural requirements.
2. Careful and capable designing has created many superior features of time tested advantages.
3. Here is a product that maintains our tradition for quality . . . a tradition that has guided us through more than 60 years.



Type BUT2001

Modern Button
Tip Ornamentation

Spring Hinges of Quality

Chicago Spring Hinge Co.
CHICAGO U.S.A. NEW YORK

Red Devil
The complete line of POT CLEANERS



10c



GOLD POT CLEANERS
The Aristocrat of Grime and Dirt Chasers



Soft as a dish cloth on the hands, yet brightens pots and pans to perfection.
Made of superior quality bronze alloy scouring ribbon. Individually packaged.

3 IN 1 PACKAGE 25c
for Increased Unit Sales.

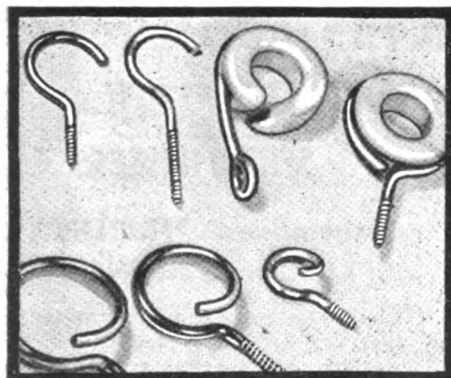
EXTRA BIG Red Devil 10c BALL POT CLEANER
Knit like a stocking, won't shred or rust.



10c Red Devil KNOB POT CLEANER
Sturdy, shaped-handle. Ball type for the fastidious.

Nationally Advertised—Attractively Packaged

Red Devil Tools.
IRVINGTON 11, NEW JERSEY, U. S. A.



BE READY FOR THE ELECTRICAL TRADE

Stock a complete line of Brooks wire hooks, insulated eyes and standard fittings. Available in all sizes, types and specifications.

M. S. Brooks & Sons, Inc., Chester, Conn.

Since 1848

BROOKS for HOOKS



Hardware and allied trade events up-to-date in each issue of Hardware Age

National Events

International Heating and Ventilating (Air Conditioning) Exposition, Jan. 22-26, Commercial Museum, Philadelphia, Pa. Charles F. Roth, 480 Lexington Ave., New York, N. Y., Manager.

Housewares and Home Appliance Manufacturers' Exhibit, Jan. 18-

25 at the Navy Pier, Chicago. A. W. Buddenberg, National Housewares Manufacturers Assn., 1140 Merchandise Mart, Chicago 54, secretary.

National Sportsmen's and Vacation Show, Feb. 7-25, Grand Central Palace, New York City.

Regional Events

Ace Hardware Corp. convention and exhibit, Jan. 29-31, Stevens Hotel, Chicago. E. G. Lindquist, Ace Hardware Corp., 2355 S. Blue Island Ave., Chicago 8, secretary.

American Hardware Supply Co. Merchandise Fair and Stockholders' Meeting, Jan. 29-30 at company headquarters, 41 Terminal Way, South Side, Pittsburgh 19, Pa. Wm. M. Stout, executive vice-president and general manager.

Buffalo Sports and Boat Show, March 10-18, 65th Regiment Armory, Buffalo, N. Y.

Builders' Hardware Conference (Pacific Coast), April 24-26, at Victoria, B. C., sponsored by Districts 18, 19, and 20 of the National Contract Hdwe. Assn. and the American Society of Architectural Hdwe. Consultants. Managing director, John R. Shoemer, 420 Madison Ave., New York City.

Chicago International Sports and Outdoor Show, March 2-11, International Amphitheatre, Chicago, Ill.

Coast-to-Coast Stores annual meeting, Feb. 4-7 at Nicollet Hotel, Minneapolis, Minn. Mastercraft convention for sales people, April 15-17, York Langton, trade extension manager, Coast-to-Coast Stores Central Organization, Inc., 43 Main St. S.E., Minneapolis, Minn.

Cotter & Co. Stockholders' Meeting and Spring Merchandise Show, Feb. 5-6 at company headquarters, 365 E. Illinois St., Chicago 11.

Detroit Congress Sportsmen's and Detroit News Travel Show, March 31-April 8, State Fair Grounds, Detroit, Mich.

Franklin Hdwe. & Supply Co. annual stockholders' convention, Feb. 6, at company's warehouses and offices, 918-928 N. Delaware Ave., Philadelphia 23, Pa.

Marshall-Wells Stores, Congresses: Duluth, Minn., Feb. 5-7; Portland-Seattle (at Portland, Ore.), Feb. 12-14; Spokane, Wash., Feb. 15-16; Billings, Mont., Feb. 19-20. Sponsored by Marshall-Wells Co., Duluth 1, Minn.

State Events

Alabama Retail Hdwe. Assn., annual convention and exhibition, April 24-25 at Admiral Semmes Hotel, Mobile. Secretary, Mrs.

Euna G. Ramsey, 509 N. 19th St., Birmingham 3.

Arkansas Retail Hdwe. and Impl. Assn., convention and exhibit,

**NEW
BEDFORD
DOES IT
AGAIN!**

**Offers you new
dispensing carton
and
pre-measured rope AT NO EXTRA COST!**

The two newest ideas in rope selling are ready to put muscle in your selling power—without adding a single penny to your costs!

The first is New Bedford's amazingly convenient *pre-measured rope*. Red factory markings, at ten-foot intervals, guarantee accuracy and positive identification. You can calculate rope lengths without trouble!

Second is New Bedford's sturdy, corrugated, *self-dispensing carton*. This revolutionary feature keeps the coil clean... always intact (no snarling)... eliminates bands, covers, and wrong-end-openings... handles rope up to and including $\frac{3}{4}$ " in diameter. And it stacks and stores easily.

New Bedford packaged rope costs no more than standard coil rope. You keep your inventory at a profitable level... serve all customers from a single stock... reduce the number of remnant pieces. You need buy *only* the sizes you sell best! Write today for further information.

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NEW BEDFORD
ROPE
DEPENDABLE SINCE 1842

This New Bedford sign means volume sales for you.
WRITE FOR LITERATURE

NEW BEDFORD CORDAGE CO.
New Bedford, Mass.

6681

Hinges



by
GRIFFIN

For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware... quality produced by Griffin.

 Every DOOR NEEDS THREE!

GRIFFIN—

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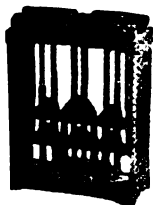
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785 North President Street, Jackson 9, Mississippi
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Every Family is a Customer for **SOUTH BEND CROQUET!**



— and South Bend
Has 10 Models For
Every Family Need!



The word *Tremendous* does not exaggerate the appeal of South Bend Croquet.



This famous game is a natural to satisfy the ever increasing interest in family recreation. The complete line of South Bend enables you to offer a croquet set to fit every family purse. 10 models are available, each in strikingly smart colors and all of quality construction.

SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N. Y.
South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.

Midwest—South Bend Toy Mfg., So. Bend, Ind.
So. Calif. & S. W.—Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.

No. Calif.—Standard Toy Agencies, 718 Mission, San Francisco, Calif.

Denver & Pac. N. W.—Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.

SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA

SOUTH BEND
Croquet

AMERICA'S FAMILY GAME

Feb. 18-19, Little Rock, Ark. Headquarters, Lafayette Hotel. Exhibit, Robinson Memorial Auditorium. Secretary, Wayne Tisdale, Lafayette Hotel, Little Rock.

California Retail Hdwe. Assn., convention and exhibit, Feb. 19-22, Fairmount Hotel, San Francisco. Secretary, LeRoy Smith, 1355 Market St., San Francisco.

Connecticut Hdwe. Assn., convention and exhibit, Jan. 24, Stratford Hotel, Bridgeport. Secretary, Ned Russell, Harris Hdwe., Southport.

Florida and Georgia Retail Hdwe. Assns. joint convention and exhibit, May 7-9, Geo. Washington Hotel, Jacksonville, Fla. Secretary, William W. Howell, Waycross, Ga.

Illinois Retail Hdwe. Assn., convention and exhibit, Jan. 30-Feb. 1, State Armory Bldg., Springfield. Secretary, Wm. W. Ewert, 1194 Merchandise Mart, Chicago 54.

Indiana Retail Hdwe. Assn., convention and exhibit, Jan. 30-Feb. 1, Indianapolis. Headquarters, Hotel Lincoln. Exhibit, Murat Temple, Secretary, G. F. Sheely, 333 N. Pennsylvania St., Indianapolis 4.

Intermountain Assn. convention, Jan. 26-27, at the Hotel Utah, Salt Lake City. Secretary, Leon L. Weeks, 224 Continental Bldg., Boise, Idaho.

Iowa Retail Hdwe. Assn., convention and exhibit, Feb. 6-9, Des Moines. Headquarters, Hotel Savery. Exhibit, Iowa Exhibit Bldg., State Fair Grounds. Secretary, P. R. Jacobson, Mason City.

Kentucky Retail Hdwe. Assn., convention and exhibit, Feb. 6-8, Brown Hotel, Louisville. Secretary, D. W. Laws, 501 Republic Bldg., Louisville.

Louisiana Retail Hdwe. Assn., convention, March 11-13, at the Evangeline Hotel, Lafayette, La. Secretary, David O. Mansfield, 226 S. State St., Jackson, Miss.

Michigan Retail Hdwe. Assn., convention and exhibit, Jan. 16-18, Detroit. Headquarters, Statler Hotel. Exhibit, Convention Hall. Secretary, Harold W. Schumacher, 1916 Olds Tower Bldg., Lansing.

Minnesota Retail Hdwe. Assn., convention and exhibit, Jan. 23-25, Minneapolis. Headquarters, Curtis Hotel. Exhibit, Auditorium. Secretary, C. J. Christopher, 2110 Nicollet Ave., Minneapolis 4.

Mississippi Retail Hdwe. and Imp. Assn., convention and exhibit, June 3-5, Buena Vista Hotel, Biloxi. Secretary, David O. Mansfield, 226 S. State St., Jackson.

Missouri Retail Hdwe. Assn., convention and exhibit, March 6-7, Jefferson Hotel, St. Louis. Secretary, M. E. Pohlman, 812 Olive St., St. Louis.

Mountain States Hdwe. and Impl. Assn., convention, Jan. 23-25, Cosmopolitan Hotel, Denver, Colo. Secretary, Francis W. Reich, 1233 Spruce St., Boulder, Colo.

Nebraska Retail Hdwe. Assn., convention and exhibit, Feb. 13-15, Omaha. Headquarters, Paxton Hotel. Exhibit, Auditorium. Secretary, C. A. McCoy, 325 Insurance Bldg., Lincoln 8.

New England Hdwe. Dealers' Assn., convention and exhibit, Feb. 20-22, Statler Hotel, Boston, Mass. Secretary, Russell B. Mueller, 185 Dartmouth St., Boston 16.

New York State Retail Hdwe. Assn., convention and exhibit, Feb. 27-March 1, Buffalo. Headquarters, Statler Hotel. Exhibit, Auditorium. Secretary, Nicholas H. Kiley, 904 Hills Bldg., Syracuse 2.

North Coast Retail Hdwe. Assn., convention, Feb. 11-13, Olympic Hotel, Seattle, Wash. Secretary, D. D. Stewart, 714 American Bldg., Seattle 4.

Ohio Hdwe. Assn., convention and exhibit, Feb. 13-15, Cleveland. Headquarters, Statler Hotel. Exhibit, Auditorium. Secretary, John B. Conklin, 198 S. High St., Columbus.

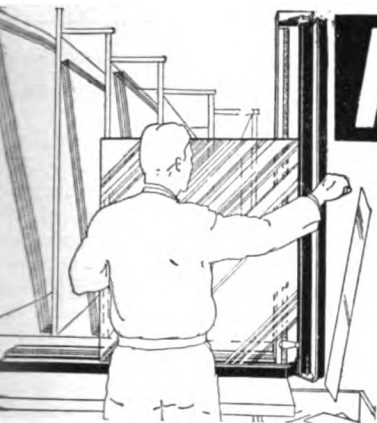
Oklahoma Hdwe. and Impl. Assn., convention and exhibit, Feb. 6-8, the Auditorium, Oklahoma City. Secretary, R. K. Thomas, 711 Wright Bldg., Oklahoma City 2.

Pennsylvania and Atlantic Seaboard Hdwe. Assn., convention and exhibit, Feb. 6-9, Philadelphia. Headquarters, Bellevue-Stratford Hotel. Exhibit, Convention Hall. Secretary, W. Glenn Pearce, 1616 Walnut St., Philadelphia 3.

South Dakota Retail Hdwe. Assn., convention and exhibit, March 13-15, Sioux Falls, S. D. Headquarters, Cataract Hotel. Exhibit, Coliseum. Secretary, O. R. Bailly, 300 S. Jefferson Ave., Sioux Falls.

Southern California Retail Hdwe. Assn., convention and exhibit, Feb. 20-22, Long Beach. Headquarters, Wilton Hotel. Exhibit, Auditorium. Secretary, A. C. Kammeier, 416 W. 8th St., Los Angeles 14.

Tennessee Retail Hdwe. Assn., convention, Feb. 18-20, Farragut Hotel, Knoxville. Secretary, Morris Jones, P. O. Box 784, Nashville.



MARVEL GLASS HOLDER

Automatically Measures and Squares Glass

YOU CAN INCREASE YOUR PROFIT and greatly decrease broken glass waste by installing your own MARVEL Glass Holder. Attaches easily to shelf, wall, post or cabinet. No special setup needed; no lost space. NO METAL TOUCHES the glass surface. Cushion Grip straight-edge absorbs shock and vibration. Result, no glass breakage. Salvage remover extends full length of glass being cut, leaving smooth edge. Removes selvage down to 1/16" single, or 1/8" double, straight glass.

OUR NEW NO. 36 SPECIAL made to fit Natl. Hardware Assn. cabinet. Takes 36" x 36" glass.

No. 36 — 42" upright, 36" base; takes 42" glass.

No. 48 — 42" upright, 48" base; takes 42" glass.

No. 54 — 54" upright, 60" base; takes 54" glass.

PRICED WITHIN REACH OF EVEN THE SMALLEST DEALER

Weight, any size, approx. 30 lbs. Shipped promptly. F.O.B. Minneapolis.

MARVEL RACK MFG. CO., Inc., 24 North First St., Minneapolis 1, Minn.

FOR ORIGINALITY

LOOK TO **XCELITE**

XCELITE "REPEAT" SALES



— HELP BUILD UP PROFITS IN *Any* HARDWARE TOOL DEPT.

You can always sell a cheap tool—to someone—once. But it's the well-built tool that pulls in your steady "repeat" trade! Like the XCELITE screwdriver shown above. Its blade is SAE 6150 Chrome Vanadium Electric Furnace steel . . . imbedded "for keeps" in the BIG amber plastic handle **ORIGINATED** by XCELITE (and imitated ever since 1926). XCELITE offers a **RIGHT** screwdriver for the job—round or square blades—from stubby to 24" —for every trade. Stick with XCELITE and keep your Tool Dept. **on top!**



PARK METALWARE CO., INC.

Dept. G

Orchard Park, New York

YOUR CUSTOMERS ARE WATER CONSCIOUS

FOR A FAST PROFIT, DISPLAY

O'Malley

FAUCET REPAIR SETS

STOP FAUCET DRIP QUICK—EASY!



• **NATIONALLY ADVERTISED** in the **SATURDAY EVENING POST**, **GOOD HOUSEKEEPING** & other publications.

Every O'MALLEY Faucet Repair Set carries the **GOOD HOUSEKEEPING** guarantee seal—including the O'Malley Repair PARTS CARD (39c), the O'Malley No. 3 DRIP STOPPER SET (85c), the O'Malley ALL-PURPOSE FAMILY SET—both drip-stopper and nu-seater tools and parts—(\$2.95 retail) . . . A set for every purse!

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11948-50 S. HALSTED ST.

CHICAGO 28

HIGHEST QUALITY FULL BOUND

MASONS' LEVEL

Made with Aluminum or Brass Angle Channels welded to the Body
Guaranteed never to loosen

Made in both Genuine Peruvian Mahogany and California Sugar Pine

Sizes: 18" - 24" - 28" - 30" - 36" - 42" - 48"

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High Bridge, N. J.

World's Largest Manufacturers of Aluminum and Wood Levels



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1. ROYAL GAS LOG in 22,000 and 30,000 BTU. Beautiful replica of Tennessee Mountain Oak Logs. BA-17 Andirons shown above at extra cost.



Every
Royal
Heater
carries
the
AGA
seal



2. ROYAL GAS WALL INSERT HEATERS
—Ideal for bathroom or other small rooms.
Takes 12½" x 20" wall space, depth 3¾".



3. ROYAL VENTED GAS CIRCULATORS
in many models with and without radiants.
20,000, 40,000 and 60,000 BTU sizes.

ROYAL makes a full line of gas heaters
AGA approved for natural, manufactured
and LP gases. Write today for descriptive
literature and name of your nearest dis-
tributor of Royal products.

**CHATTANOOGA IMPLEMENT &
MANUFACTURING COMPANY**
MAIN OFFICES: 101 Delmar Street
CHATTANOOGA 6, TENNESSEE
QUALITY . . . SINCE 1891

Texas Hdwe. and Impl. Assn., con-
vention and exhibit, Jan. 15-17,
San Antonio. Headquarters,
Plaza Hotel. Exhibit, hotel and
Transit Tower. Secretary, R. M.
Souder, 822-23 Texas Bank Bldg.,
Dallas 2.

Tri-State Hdwe. and Impl. Assn.,
convention, Feb. 12-13, Herring
Hotel, Amarillo, Tex. Secretary,
M. D. Shepherd, Canyon, Tex.

Virginia Retail Hardware Assn.,
convention and exhibit, March
27-29, Roanoke. Headquarters,
Hotel Roanoke. Exhibit, Ameri-
can Legion Auditorium. Secre-
tary, G. T. Omohundro, Jr.,
Scottsville, Va.

Western Retail Impl. and Hdwe.
Assn., convention and exhibit,
Jan. 15-18, Municipal Auditori-
um, Kansas City, Mo. Secretary,
William J. Shaw, 3915 Main St.,
Kansas City, Mo.

West Virginia Hdwe. Assn., con-
vention and exhibit, Feb. 18-21,
Daniel Boone Hotel, Charleston.
Secretary, James C. Fielding,
1628 McClung St., Charleston.

Wisconsin Retail Hdwe. Assn., con-
vention and exhibit, Feb. 6-8,
Milwaukee. Headquarters, Hotel
Schroeder. Exhibit, Auditorium.
Secretary, H. A. Lewis, Stevens
Point.

Wrapping Table Photos Show Store Features

As an advertising feature, one
merchant has 8 by 10 in. photos
of all departments of his store dis-
played under a section of plate
glass on his wrapping table. He
knows that not all customers will
visit each department to see what
is in stock. However these photos
often cause customers to inquire
about departments they see pic-
tured, thus creating interest which
leads to later sales.

Many merchants also show their
daily or weekly advertisements
under glass at their wrapping
tables, or tack them up where all
wrapping table traffic can see them.

HARDWARE HUMOR

By Hardware Age



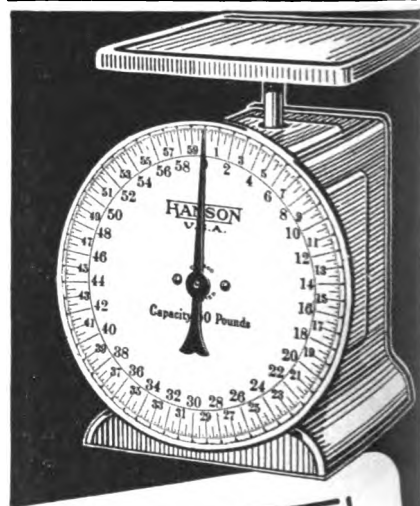
"Interest you in getting the last
word in in your house?"

The McGill ALSTEEL mouse trap



Best test of this proven all-steel
nickel-plated trap is its phe-
nomenal repeat sales. Easy auto-
matic set and sanitary release.

McGILL METAL PRODUCTS CO.
MARENGO, ILLINOIS



HANSON
60 Pound
UTILITY SCALE
No. 2060

For industrial and farm weighing re-
quirements. Sturdy, accurate all steel con-
struction. Platform 7" square. Overall
10½x7¼x8" with 8" diameter, easily
read dial. Adjustment for scoop or con-
tainer. Shipping weight 8½ pounds.
Capacity 60 pounds by 2 ounces.

SEE YOUR JOBBER
HANSON SCALE CO.
525 N. ADA ST., CHICAGO 22, ILLINOIS

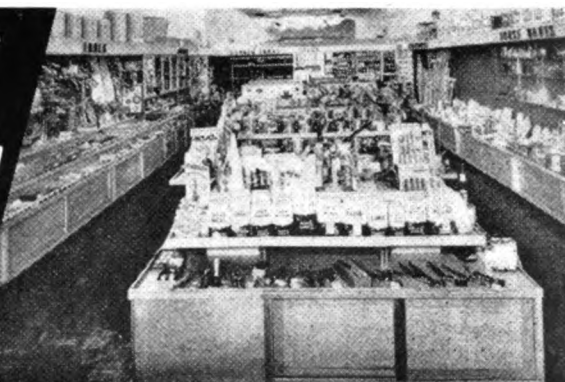
NOW! MODERNIZE - DRAW TRADE - INCREASE PROFITS

You'll find increased trade, sales and profits when you modernize with smart, new Heller Fixtures. Added attractiveness is imparted to your store and merchandise. The finest in construction and materials, the widest choice of designs, the sectional, interchangeable, sturdy, durable and warp proof qualities assure you of outstanding service and styling in Heller Fixtures. The quality found in Heller Fixtures is the trade mark of Heller's 59 years of experience in the industry. Send sketch of your store for free store plan and estimate. Ask for catalog No. 50.

V.C. HELLER & CO.
MONTPELIER, OHIO

Smart-New-Attractive HELLER FIXTURES

W
I
T
H



Short of Help? Use FASTER Threaders

QUIJADA "Chief" 1/4"-2" Pipe and Bolt Threader is FASTER!
It's the only Automatic Chucking Machine.

2" pipe chucked, threaded, reamed, cut off and unchucked in just 26 seconds!

This Automatic Chucking feature alone established QUIJADA as the fastest of them all. And—the QUIJADA "Chief" is not only the fastest threader—but the simplest to operate and the easiest to handle.



Illustration shows front jaws (cover removed) in action gripping and centering 1/2" pipe. A simple pull of the switch and the positive, unfailing automatic chucks go to work.



WRITE FOR COMPLETE INFORMATION
OR ASK YOUR JOBBER

QUIJADA
SAY "HEE-HAN-DAN"

SOLD ONLY
THROUGH
JOBBER

QUIJADA TOOL CO., INC., 5476 Alhambra Ave., Los Angeles 32, Cal.

SELL SOL-O-LITE

Glass Substitute
WINDOW MATERIALS



THE BEST COSTS YOU
NO MORE!



Plastic Storm Door and Window Coverings. Kit Complete, Ready to Install. \$1.00 Per Window.

SOL-O-LITE—Extra Heavy—Wax Cloth—Retail Price 48c per sq. yd.

GLAZ-FABRIK—Wax Cloth—High Grade—Retail Price 40c per sq. yd.

NU-V-GLASS—Transparent—Laminated—Retail Price 60c per sq. yd.

GLAZ-SCREEN—10 Mesh—Bright Galvanized Wire—Plastic Coated—Retail Price 13c per sq. ft.

GLAZ-SCREEN—14 Mesh—Galvanized Wire—Plastic Coated—Retail Price 16c per sq. ft.

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SOL-O-LITE Manufacturing Co.
4301 W. North Avenue
Chicago 39, Illinois

PIONEERS OF 24 YEARS PRODUCING WINDOW MATERIAL

GENUINE ORIGINAL DOMES OF SILENCE

SELL ON SIGHT when these attention-compelling containers, box or card are displayed on counters. Genuine DOMES OF SILENCE glide softly, silently, smoothly over all flooring; saves floors and furniture For years the favorite with homeowners and furniture manufacturers.



One set on a Card.
12 Cards in a box.
SIZES
1 1/4" 1 1/2" 1 3/4"



One Set in a
box—12 boxes
in carton

SIZES
1 1/4" 1 1/2" 1 3/4"



Ask your jobber or write

DOMES OF SILENCE, Division of
ROBERT E. MILLER & CO. INC.
35 PEARL STREET NEW YORK CITY



CARPENTER'S
WOOD
AND ALUMINUM

MAYES LEVELS

ORIGINATED 1896
MAYES GUARANTEES ACCURACY, SERVICE
AND DURABILITY.



MASON'S
WOOD
AND ALUMINUM

ASK YOUR DEALER FOR MAYES TOOLS CATALOG FOR ASKING

MAYES BROS. TOOL MANUFACTURING CO., Inc. PORT AUSTIN, MICH.

TWINCO Dog Combs

retail price
49¢ each

ATTRACTIVE COUNTER
DISPLAY PACKAGE



NATIONALLY
ADVERTISED

A POPULAR
FAST-SELLING
ITEM . . .

TWINCO QUALITY FEATURES

- Strong, Spring Steel Teeth
- Attractive Red or Green Handles
- Rounded Points
- Chrome Plated
- Rustless
- 12 to a box

Order now from jobber or write direct.

THE WINSTED CO.
WINSTED, CONN.

When you call for

DURO CHROME

you're sure of getting




Doggone Good Tools!

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DURO METAL PRODUCTS CO.
2649 N. Kildare Ave., Chicago 39, Ill.


Also Makers of DURO Machine Tools



• GREAT NECK SAW MFRS., INC. • Mineola, N. Y. •

ENGINEERED QUALITY TOOLS SINCE 1919—at popular prices . . . Nationally Advertised Products



<ul style="list-style-type: none"> • back saws • panel saws • pruning saws • block planes 	 <p>GOES A LONG WAY</p>	<ul style="list-style-type: none"> • keyhole saws • coping saw frames • screw drivers • jack planes
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- hand saws
- mitre saws
- wood chisels
- fore planes

- back saw frames
- coping saws
- compass saws & nests
- smooth planes

FOR ACTION SALES . . . SEE YOUR JOBBER IMMEDIATELY!

Gripper Clips

Registered U. S. Pat. Office




Small and large sizes for holding tools, garden implements, kitchen utensils, etc. Nickel plated. Packed on cards 6 doz. to a box. Units (2 doz. large and 1 doz. small.) Retail at 10¢ each. Circulars on request.

GIBSON GOOD TOOLS, INC.
Box 248 Orange, Mass., U.S.A.

Electrify Your Hand Elevator with this Power Unit

Saves operator time and labor. "Lifts from 1,000 to 2,000 lbs. with ease."



Elevator Power Units. Electric Elevators. Dumb Waiters. Write for information and prices.

DAVIS & NEWCOMER
Electric Elevator Co., Fosteria, O.



Peace on Earth,



Good Health to Children

Tightens loose furniture WITHOUT taking it apart

CHAIR-LOC

IT LEVELS WOOD JOINTS TIGHT



THE CHAIR-LOC COMPANY, Freeport, N.Y.

SUNSHINE
REG. U.S. PAT. OFF.

FRENCH PROCESS CHAMOIS

GENUINE OIL TAN
MADE IN U.S.A.

DOUBLE DUTY

- ★ EASIER TO USE
- ★ LASTS LONGER
- ★ CLEANS BETTER

ASK YOUR JOBBER FOR OUR
DOUBLE DUTY CHAMOIS
DOUBLE VALUE TO THE CONSUMER


HOYT & WORTHEN TANNING CORP. HAVERHILL, MASS.

WATER HEATER REPAIR COILS

For old, new and obsolete heaters.

90 DIFFERENT MAKES
Single, Double, Triple,
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Buy Savings Bonds



buy Christmas Seals

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AND "101 NANDY USES"**
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FASTEST SELLING TOOL,
ACKLE AND UTILITY BOX

- One piece seamless deep drawn steel.
- Cantilever tray with two dividers.
- Electrically welded continuous piano hinge, center draw bolt.
- Hammer baked enamel finish.
- Size 14" x 7 1/2" x 5". Also available in aluminum.



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**Fabrico
ALL-ALUMINUM**

SCREENS

For WOOD WINDOWS and
METAL CASEMENT WINDOWS
at New Low Prices!

- LIGHT WEIGHT
- EASY TO INSTALL
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P. O. BOX 31, NORTH BERGEN, N. J.

Best bet for



PINNING UP
THINGS

HANGING UP
THINGS



MOORE
PUSH-PINS • PICTURE
HANGERS

Over
50th
year

These two Moore products have been standouts in their field for 50 years. You can sell them to your customers with COMPLETE CONFIDENCE. Nationally advertised.

MOORE PUSH-PIN CO. Since 1900
113-25 BERKLEY ST. PHILADELPHIA 44, PA.

NEW MINUTE MOP **Hydro-matic** Model No. 400

AN ORIGINAL
SENSATION IN
SPONGE MOPPING

No bending down

List \$3.98

No Stoopng

Sponge refill \$1.29

Lever on handle of Hydro-matic lets housewife drain water from sponge without wetting hands. Hands always away from wet mophead. Has versatile handle, bumpers, etc. Sensational new features put it in a class by itself in arousing housewife demand. Call your jobber today.

Wring here Stand upright

MINUTE MOP CO. 13 E. 23rd St. CHICAGO 16 ILL.

— If you **BUY** ... Watch January's mails for

PLASTICS

Merchandising

The new monthly for retailers

Helps you **SELL** plastics products

Write today for your FREE copy of first issue. Coming: January, 1951

A Breskin Publication • 122 East 42nd St., New York 17, N. Y.



Portable Electric Drills
Electric Drill Kits
Portable Electric Saws
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PORTABLE ELECTRIC TOOLS, Inc.
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BETTER HARDWARE DEALERS FROM COAST TO COAST

REPORT ARISTO-MATS VOLUME SALES
WORLD'S FINEST STOVE & ALL-PURPOSE UTILITY MATS

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PHOENIX TABLE MAT CO., 1315 W. Congress St., Chicago 7

SELL ARISTO-MATS

See Your Jobber or Write For Your Nearest Distributor

**WORLD'S FINEST STOVE and
ALL-PURPOSE UTILITY MATS**
More Sales!
Greater Volume! Bigger Profits!

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SUPERIOR BRUSH "Sales" appeal



Boxed & Carded
• popular-priced •
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MARKING and
TOUCH-UP
Order From Your Jobber

M. GRUMBACHER, INC.
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Write for folder

Auger bits for every purpose

Midway Auger Bits
"preferred by all who want the best!"



Auger bits for electric drills
4/16" to 12/16"

Standard auger bits
17 sizes (4/16" to 24/16")

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Sales Office and Factory
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MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA





Your Customers Know...


IF IT'S
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IT WILL  **HOLD!**

Consumer Confidence in the
BULL DOG LINE — holds Sales
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Profits for you — year after year.



PICTURE HANGERS
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CUP HOOKS
PUSH PINS
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FRICTION CATCHES
SASH LOCKS
COIL WIRE

E. H. TATE CO. EST. 1872
BOSTON, MASSACHUSETTS — U.S.A.



WRIGHT

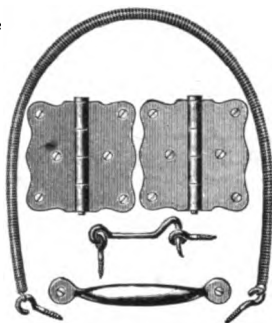
Wright Fur Farm Netting is a quality product. Those who have used it insist upon it for their repeat orders. It meets the test of time. Carefully woven from quality wires, heavily and brightly galvanized by the Wright process.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.

CHAMPION SCREEN HARDWARE

For all-around dependability, steady repeat sales, a fair profit and satisfied customers, you can always rely upon Champion Screen Door Hardware to hold trade.

To the right is shown one of the fast selling items in the big CHAMPION line of Screen Door Hardware.



No. 130 S

FINISH	NO.
Dull Brass Plated	130 CS
Japanned	130 JS

Packed 1 set in a box,
3 dozen sets in a case

Nearly all hardware jobbers handle some products in the big CHAMPION line.

**The
CHAMPION HARDWARE CO.
GENEVA, OHIO**

If it's a CHAMPION it's a winner

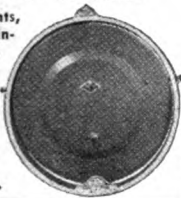
WALKER
TYPE 34

For any type of domestic furnace in homes, stores, small office buildings and apartments.

Sizes 6-20 inches.
Shown with installation collar.

COMMERCIAL and INDUSTRIAL

For power plants, schools, garages, industrial plants, laundries, and other commercial uses. Built to meet toughest conditions. Ball bearing. Sizes 16-36 inches.



Help Your Customers SAVE UP TO 25% ON FUEL!

Now, you can offer savings up to 25% on ALL types of fuel . . . coal, gas, oil . . . with the new, improved Walker Draft Regulators. Assure maximum, economical combustion under ALL stack conditions. Quickly installed. Easily adjusted. Guaranteed.

Over 7 million in use!

Sell this fast turning, profit-line of draft regulators. Their quality makes customers. See your jobber or write WALKER MFG. & SALES CORP., 1703 Penn St., St. Joseph, Mo. Do it NOW!



RE-THREAD FAUCETS EASILY WITHOUT TAPS, DIES, THREADERS

Just install **CLEVALVE** in place of old stem, you get **NEW THREADS**, also **new stem** and **new seat** complete in one unit. Easily installed by anyone without special tools. Completely rebuilds 90% of faucets in use.

2 models: B—metal to metal seat
R—rubber seat
Left or right hand.

Our 13th year.
If your jobber cannot supply you write direct.

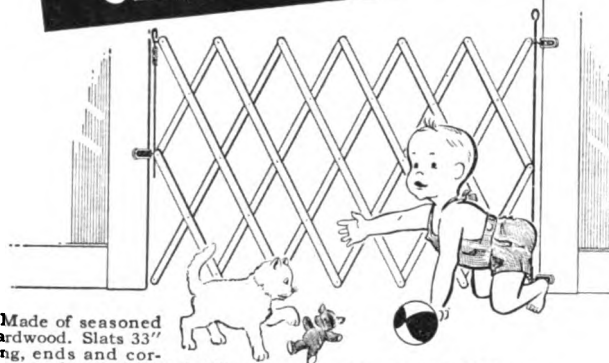
CLEVALVE
"T. M. Reg." U. S. Pat. Off.

THE CLEVELAND VALVE CO., CLEVELAND 11, OHIO
Copyrighted 1950, Cleveland Valve Co.

BABY'S SAFETY COMES FIRST WITH PARENTS!

That's why...

PERFECTION SAFETY GATES SELL ON SIGHT!



Made of seasoned hardwood. Slats 33" long, ends and corners neatly rounded, with 1/4" steel rods to secure them to archways, porch or door casings. Natural wood finish heavily varnished.

© Safety gate illustrated with No-Mar gate mounting, our exclusive patent*. Holds safety gate on door casings or arches up to 7" wide without wood screws. Sold as an accessory. Full markup!

*Patent pending

WEIGHTS PER DOZEN					
No. 93	3 Fl.	45 Lbs.	No. 96	6 Fl.	76 Lbs.
No. 94	4 Fl.	54 Lbs.	No. 97	7 Fl.	88 Lbs.
No. 95	5 Fl.	63 Lbs.	No. 99	9 Fl.	98 Lbs.
PACKED 12 DOZ. TO THE CARTON.					

**L. HOPKINS
MANUFACTURING
COMPANY**

Woodenware Specialties Since 1895
NORTH GIRARD, PA.

Other Products: PLAY YARDS, CHILDREN'S SWINGS, DOLL BASSINETS

Write today for Free illustrated booklet

HURRICANE POWER MOWERS Cut a Wide Swath of PROFITS FOR YOU!

2 great proven power lawnmowers



**HURRICANE
JUNIOR**
For the Small
City Lawn



HURRICANE
For the
Big Lawn

A 1950 SELLOUT!

HURRICANE is the sturdy, dependable, rotary power mower that sells quickly . . . makes happy customers.

SALES-MAKING HURRICANE FEATURES

- 4-cycle, 1 1/2 h.p. gasoline engine.
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- Tempered steel fan-tip rotary blade.
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- Lightweight malleable aluminum chassis.
- Ball-bearing wheels.

**HURRICANE
SELLS ITSELF!**
Orders accepted
right now for
prompt delivery!

ATTENTION JOBBER:

A few choice territories open.
Contact us at once!

NATIONAL METAL PRODUCTS CO., INC.
Dept. H-4, 2722 Cherry Street
Kansas City 8, Mo.

Send me Hurricane literature, prices and selling features.

Name _____
Address _____
City _____
Zone _____ State _____

Classified Advertising Rates

Help Wanted, Accounts Wanted Business Opportunities Representatives Wanted, etc.

Set solid, maximum, 50 words..... \$5.00
Each additional word..... .10

Positions Wanted

(Special Rate) set solid, maximum,
50 words \$2.00
Each additional word..... .05

Allow Seven Words for Keyed Address
or Your Address

*BOXED DISPLAY RATES \$8.00 Per Column Inch

Cuts or special borders not allowed.
*DISCOUNTS FOR BOXED DISPLAY ADS
5% discount for 4 or more insertions
No Agency Commission allowed on Classified
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REMITTANCE MUST ACCOMPANY ORDER

Send check or money order,
not currency or stamps.

Samples of Merchandise, Literature, Catalogs,
etc., will not be forwarded to box number
advertisers unless accompanied by sufficient
postage for remailing.

HARDWARE AGE is published every other
Thursday. Classified forms close 15 days
previous to date of publication.

Address your correspondence and replies to

HARDWARE AGE Classified Opportunities Dept.

100 East 42nd St., New York 17, N. Y.

Help Wanted

WANTED: YOUNG MAN SKILLED IN
MANUFACTURE AND REPAIR OF Automatic
Knives, Pocket Knives, Scissors. Must be ac-
quainted with all other phases in cutlery manu-
facture. Address Box R-69, care of **HARDWARE
AGE**, 100 East 42nd St., New York 17, N. Y.

WANTED. EXPERIENCED RETAIL
HARDWARE MAN: opportunity for advance-
ment, to locate in Northwestern Pennsylvania.
Write stating age, experience, and references.
Address Box R-60, care of **HARDWARE AGE**, 100
East 42nd St., New York 17, N. Y.

Sales Representatives Wanted

SALESMAN FOR LEATHER PALM
WORK GLOVES, wholesale trade, sideline com-
mission basis. Address Box R-59, care of **HARD-
WARE AGE**, 100 East 42nd St., New York 17,
N. Y.

SALESMAN EXPERIENCED IN STORE
PLANNING to sell Store Fixtures in Ohio, West
Virginia, Maryland, Virginia. Commission only
with opportunity to make \$20,000.00 or more a
year. We furnish the leads. Address Box R-58,
care of **HARDWARE AGE**, 100 East 42nd St., New
York 17, N. Y.

EXPERIENCED SALESMAN with good fol-
lowing in the housewares trade wanted to handle
our line of nationally popular and established
housewares products exclusively, in the State of
California with possible expanded territory. Ex-
cellent drawings plus commissions. Please give
full particulars. Address Box R-53, care of **HARD-
WARE AGE**, 100 East 42nd St., New York 17,
N. Y.

SALESMAN—Must be experienced in selling
to Hardware, Variety Stores and Janitor Supply
Jobbers. Territory in and around New York
City. Selling Moth Preventatives, Insecticides,
Disinfectants, Deodorants, Waxes, Soaps, etc., to
an already established trade. Commissions against
drawing account. Reply stating experience and
background in this field. Address Box R-67, care
of **HARDWARE AGE**, 100 East 42nd St., New York
17, N. Y.

FIELD MEN WANTED BY LARGE MANUFACTURER

Prominent builders hardware manufacturer needs
more salesmen to augment present force in selling
wide, varied line. Splendid opportunity for perma-
nent connection. Applicants must have a minimum
of 10 years' experience in selling the hardware trade.
Please give all details of your qualifications in first
letter. Address Box R-64, care of **HARDWARE AGE**,
100 East 42nd St., New York 17, N. Y.

Sales Representatives Wanted

WANTED: EXCLUSIVE COMMISSION
REPRESENTATIVE for Kitchen Spray and
Stream Faucet Attachment, selling to Hardware
and Houseware Jobbers also Variety Chains.
Most Territories Open. Address Box R-50, care
of **HARDWARE AGE**, 100 East 42nd St., New York
17, N. Y.

SALESMAN EXPERIENCED IN STORE
PLANNING to sell Store Fixtures in New York,
New Jersey, Pennsylvania. Commission only with
opportunity to make \$35,000.00 or more a year.
We furnish the leads. Address Box R-57, care of
HARDWARE AGE, 100 East 42nd St., New York
17, N. Y.

SALESMEN SELLING RETAIL DEALERS.
OPPORTUNITY TO JOIN SALES STAFF of
Established Hardware Wholesaler now reorganiz-
ing Sales Organization; Many Territories with
established clients still open; No objection to
nonconflicting sidelines. Write Box R-62, care
of **HARDWARE AGE**, 100 East 42nd St., New York
17, N. Y.

FLATWARE SALESMEN WANTED by One
of the Oldest and Best Known Eastern Manu-
facturers of Stainless Steel Flatware, who is re-
arranging the following territories: (1) Metro-
politan N. Y. C.; (2) Oregon-Wash.; (3) Michi-
gan; (4) Eastern Pa.-Md.-D. C.-Va.; (5) San
Francisco Bay Area. Territories 2 and 5 include
hotel supply dealer coverage; others do not. Must
have following with jobbers, department stores,
house-to-house direct selling organizations, pre-
mium users, etc. A major, nationally advertised
line, with established accounts in each territory.
Liberal commission arrangement. 100% protected
territory. Address Box R-70, care of **HARDWARE
AGE**, 100 East 42nd St., New York 17, N. Y.

COMMISSION SALESMAN WITH ESTAB-
LISHED FOLLOWING among Retail and
Wholesale Hardware Buyers, Tools, Georgia and
South Carolina. Established manufacturer. Ex-
clusive sales arrangement. Address Box R-73,
care of **HARDWARE AGE**, 100 East 42nd St., New
York 17, N. Y.

EXPERIENCED COMMISSION SALESMEN

SELLING TO WHOLESALE ONLY. REFRIGERATORS —
DEEP FREEZERS — VACUUM CLEANERS — LAWN
MOWERS, ETC., ETC. WRITE FULLY TERRITORY, ETC.

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100 East 42nd Street, New York 17, N. Y.

WANTED SALESMAN

who is covering the Michigan Area outside
of Detroit to sell Four Well-known Lines
on commission basis. Lines include: Ex-
tension Ladders, Cabinet Hardware, Build-
ers' Hardware and Screen Wire. Man must
have other allied lines and furnish good
references.

Address Box R-47, care of **HARDWARE AGE**
100 East 42nd St., New York 17, N. Y.

Sales Representatives Wanted

ORDER REPEATER. POPULAR PRICED
MIRROR LINE for the Home sells to Furni-
ture, Hardware, Var. and Dept. Stores. Repeats 5 to 6
times annually, Big commissions. Only 2 Photos
necessary to sell from. Dandy side line. Retail
manufacturer. Write fully to Standard Art In-
dustries, 327 S. La Salle St., Chicago 4, Illinois

SALESMEN OR FACTORY REPRESENTA-
TIVES who have a good following with the
hardware or housewares jobbing trade. We have
a few territories open. Our line is nationally
known. We pay high commissions. Excellent
year 'round sellers. Protected territory to pro-
ducers. Write General Sales Manager, Ohio
Products Company, North Madison 1, Ohio.

MANUFACTURER'S AGENT—Prefer those
now handling Precision Tools to sell a New Line.
Priced Double Faced Dial Indicator to Hardware,
Mill, Industrial Trades. Inquiries invited direct.
Write for descriptive literature and wholesale
price. Address Superior Indicator Company,
P. O. Box 734, Rochester 3, N. Y.

WANTED FACTORY REPRESENTATIVE

with established territory, to sell Hickory,
Ash and Oak Tool Handles, with other allied
lines, on commission basis. Write us full
particulars of territories covered and all per-
tinent information.

E. F. DYER MFG. CO.
Box 209, Houston, Mississippi

Accounts Wanted

MANUFACTURERS REPRESENTATIVE
ESTABLISHED AND WELL KNOWN in
Eastern Pennsylvania, Southern New Jersey,
Delaware, Maryland, and District of Columbia
seeks Hand or Small Tool Lines. Three men
calling on Hardware dealers and jobbers of all
types. Best references. Address Box N-863, care
of **HARDWARE AGE**, 100 East 42nd St., New York
17, N. Y.

MANUFACTURERS AGENT

ESTABLISHED with ENVIABLE RECORD OF
SALES assures complete coverage of LUMBER
YARDS and HARDWARE DEALERS in Wisconsin
and Illinois area. Additional lines desired
from basic manufacturers.

Address Box R-51, care of **HARDWARE AGE**
100 East 42nd St., New York 17, N. Y.

Classified Opportunities Section...

Accounts Wanted

CHAIN STORE ITEMS
Sales Representative, New York, covering big Syndicates, desires to contact manufacturers of Hardware Specialties, or Housewares, suitable for 5¢ to \$1.00 Chain Stores. Have 20 years' experience, an extensive following, and can market your products in volume. Quick action, commission basis. Reply Box R-41, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

NATIONAL DISTRIBUTORS
Established—Reliable Aggressive
ANCO CORPORATION Pittsburgh 22, Pa.
Branch Offices
New York • Philadelphia • Detroit
Cleveland • Louisville
Covering all classes of jobbers. We will carry the accounts or you can bill direct.
Write for further information and references.

ATTENTION MANUFACTURERS!!!
YEARS OF EXPERIENCE SELLING CHAINS AND WHOLESALERS. IF IT'S BUSINESS YOU WANT, CONTACT—
ALLEN SALES COMPANY
366 BROADWAY NEW YORK 13, N. Y.

AGGRESSIVE SELLING
to hardware and automotive jobbers, chains, retailers, dept. stores, drug chains, mail order houses. Experienced merchandising background. Established connections. Additional lines wanted for Midwest by live organization on commission basis.
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55 E. Washington St. Chicago, Illinois

ALERT??
Attention: Alert Manufacturers! Aggressive, resourceful, solidly entrenched distributor now ready to take on additional manufacturers' products. Our contacts and experience assure penetrating distribution in New England. We are interested in all items with merit. Please contact
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Lafayette 3-7622

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WITH SUCCESSFUL SALES RECORD
Covering Jobbers, Department Stores, Chains, Premium Users, Exporters and Foreign Accounts Seeking Meritorious Hardware Items. Showrooms and Large Modern Warehouse Space Will Finance Accounts or Sell on Commission
LEO H. BLOOM ASSOCIATES, INC.
33 UNION SQUARE NEW YORK 3, N. Y.

Positions Wanted

EXCLUSIVE REPRESENTATION, INDUSTRIES, R.R.'S, S/S LINES, PUBLIC UTILITIES: Salesman will sell one manufacturer's line exclusively. 25 years experience. Atlantic Seaboard Cities North & South and in New York City and Metropolitan District. Commission Basis. Address Box R-71, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

DEPARTMENT AND CHAIN STORE SALESMAN. Will sell one line exclusively in New York City, Metropolitan District, and, or, North and South Atlantic Seaboard. Considerable Experience. References as to integrity, etc. Commission Basis. Address Box R-72, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

Positions Wanted

HARDWARE MANAGER. Canadian, moving to U.S.A. shortly desires Position with Future. 25 yrs. experience all phases hardware. Present position 10 yrs. manager of large retail store. Married, 45 yrs. old. Non-Drinker. Student. LaSalle Extension University in business management. Excellent references. Address Box R-63, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

WANTED: TO MANAGE RETAIL HARDWARE STORE, prefer Southern or Central Texas, but would consider other localities, with view to future partnership or ownership. Previous background—college, varied business experience, 12 years retail hardware, 3 years wholesale hardware salesman, age 37 with good health. Address Box R-54, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

YOUNG MAN, MARRIED, DRAFT EX-EMPT, desires Good Responsible Position of Opportunity with Future. Possible trainee, potential sales. Wholesale experience, stock, builders hardware and allied lines. Familiar with office routine, correspondence, phone pricing and inside sales. Graduate CCNY, Contract Hardware Consultant's Course. Will relocate. Address Box R-68, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

Business Opportunities

HARDWARE STORE FOR SALE in the best section of Florida at invoice. Merchandise about \$40,000.00, Fixtures \$5,000.00. Did \$108,000.00 Gross last year. Address Box 752, Lake Wales, Florida.

ATTRACTIVE HARDWARE STORE FOR SALE, County Seat, Lot of Franchises from big companies, invoice about \$38,000. Doing \$150,000. per year. Also for sale Nice Grocery and Filling Station, with Living Quarters, \$35,000. Address J. W. Flournoy, 818 W. 6th St., Austin, Texas.

DESIRES DEPARTMENTS. Large Department Store established 38 years, with large following, in the heart of the city, would like to contact firm interested in installing Paint, Hardware, Kitchenware, etc., departments. Apply Box 455, The American Shopping Centre, Biddeford, Maine.

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PROFITABLE BUILDERS HARDWARE DISTRIBUTING BUSINESS in Eastern Seaboard City of 1,000,000 population. Big Four Account, Attractive store in central location. Business over fifty years old. Owner retiring. Address Box N-65, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

FOR SALE: RETAIL HARDWARE, APPLIANCE, AND PAINT STORE, clean stock, located on main street town 5000 South West Missouri, wonderful farm trade, established 25 years, must sell on account of health. \$12,000 will handle, good lease on building. Address Box R-52, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

Business Opportunities

WANTED: HARDWARE STORE, incl. paints, appliances, etc. Volume approximately \$75,000 to \$100,000 or over annually, in Upper New York or New Jersey, Pennsylvania, Connecticut or Massachusetts. In reply please state full particulars. Address Box R-55, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

BUY THIS STORE FOR \$15,000.00
\$80,000 volume, \$55.00 rental monthly. 40 ft. Front, 100 ft. Deep. Lines carried—Maytag, Frigidaire, Tappan, Magic Chef, Zenith, Pittsburgh Paints.
Wire—Lou Fineberg
ELMER COOK & SONS, REALTORS
14 North Sixth Street Fort Smith, Arkansas

KEROSENE STOVES

PERFECTION & OTHER BRANDS WANTED FOR EXPORT.

Address Box R-56, care of **HARDWARE AGE**
100 East 42nd Street, New York 17, N. Y.

NICHOLSON FILES

HEAVY & SLIM TAPER AND OTHERS; VARIOUS SIZES WANTED FOR IMMEDIATE DELIVERY

Address Box R-61, care of **HARDWARE AGE**
100 East 42nd Street, New York 17, N. Y.

LIMITED SUPPLY 20" OPEN TOP WOODEN MACHINIST TOOL BOXES
FOR PROMPT DELIVERY. LOW PRICE. WRITE FOR PRICE LIST.
DEFIANCE PRODUCTS CO.
1152 ST. JOHN PLACE BROOKLYN, N. Y.

FOR SALE RETAIL HARDWARE

In Colorado's Fastest Growing Town, Inventory \$20,000, sells about \$24,000 per year. Owner is old and wishes to retire in about 90 days. Will lease buildings for 10 years at good rate, low overhead. Opportunity for young man. See or address owner
T. O. HINES
4295 So. Broadway Englewood, Colorado

NEW STEEL WIRE

14 gauge black annealed	24,000 pounds
13 gauge black annealed	2,600 pounds
11 gauge galvanized	28,000 pounds
13 gauge galvanized	2,100 pounds
90 to 175 pound coils	

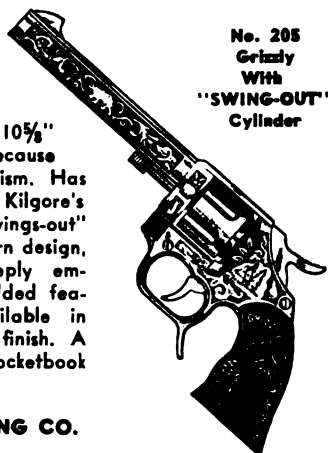
Write—Wire—Phone

SONKEN-GALAMBA CORPORATION
2nd and Riverview (X-647)
Kansas City 18, Kansas
THatcher 9243

KILGORE'S GRIZZLY 6-SHOOTER ... A Big Value At \$1.89

Youngsters really go for this big (10 1/2" long), beautiful Kilgore original because it's absolute tops in play-time realism. Has realistic 6-shooter action using Kilgore's 6-shot Disc Caps... cylinder "swings-out" to load like a real revolver. Western design, handsome "engraving" and deeply embossed black plastic grips are added features with strong appeal. Available in "Silver" or 24 Karat Gold plated finish. A big value that's easy on Dad's pocketbook at \$1.89 retail for "Silver" finish.

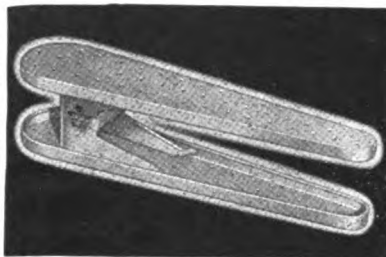
THE KILGORE MANUFACTURING CO.
WESTERVILLE, OHIO



No. 205
Grizzly
With
"SWING-OUT"
Cylinder

MET-TOP Ventilated Sleeve Board

A sleeve board that makes it easier to iron sleeves, shoulders of garments, infants' dresses, and other hard-to-get-at places. All metal, welded construction... ventilated, fire-proof, warp-proof.



Retail price, \$2.98 including pad and cover set.

GEUDER, PAESCHKE & FREY CO.
Milwaukee 1, Wisconsin

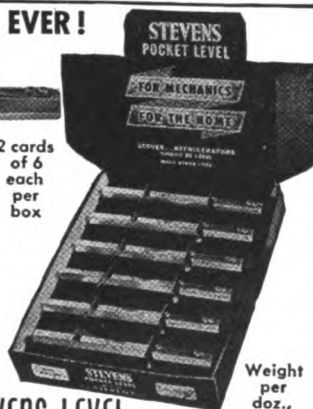
MORE POPULAR THAN EVER! Sells on Sight

The popular Stevens pocket Level is now available in 4 new brilliant metallic colors—red, blue, green and gold. Always a fast moving item—but now amazing. Made of 3/8" hex aluminum tubing it is 5 1/4" long and has a sturdy pocket clip.

For complete details see your distributor or write direct.

There's a Stevens for every Level need.

2 cards
of 6
each
per
box



Weight
per
doz.,
3 1/2 lb.



THE E. A. STEVENS LEVEL COMPANY
NEWTON FALLS, OHIO

LOOK FOR THE TRADE-MARK
THERMOS
TRADE MARK REG. U. S. PAT. OFFICE

The vacuum bottle everybody asks for

THE AMERICAN THERMOS BOTTLE COMPANY • NORWICH, CONNECTICUT
Thermos Bottle Co., Ltd., Toronto Thermos Limited, London

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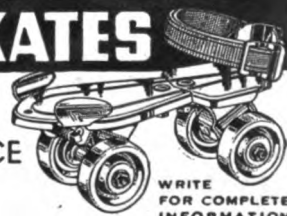
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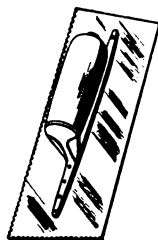


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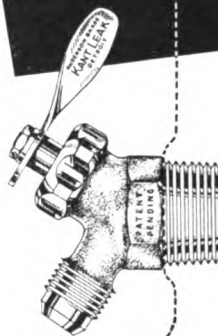
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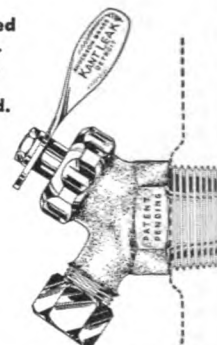
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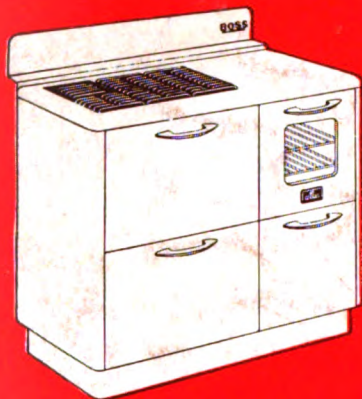
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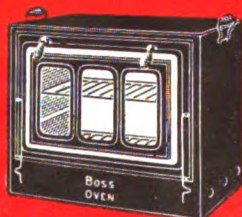
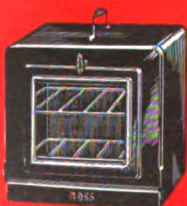
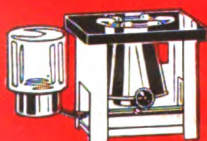
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